PRINCE EDWARD ISLAND

1991 TOURIST EXIT SURVEY

(May 15 - October 31)

Department of Tourism and Parks
February, 1992

DEPARTMENT OF TOURISM AND PARKS
1991 TOURIST EXIT SURVEY
FOREWORD

This report presents finding obtained from a survey of tourists exiting Prince Edward Island by air and auto from May 15 to October 31, 1991. It excludes travel by Via Rail, cruise ships, Island Transit, SMT buses, motorcoach and cycles. The information derived from this exercise represents a continuation of the data-collection process introduced in 1971 in the form of a comprehensive, full-season air and auto exit survey. The 1991 survey explored basic visitor indicators related to demographic characteristics, accommodations utilized, regions travelled and expenditure patterns in Prince Edward Island.

The 1991 data, while not restricted to specific users, will hopefully be used by individuals familiar with the limitations of its application. This information will be utilized within the Department for specific tourism planning/marketing purposes in addition to ongoing economic sectorial analysis.

The Department is indebted to C.N. Marine and Northumberland Ferries Ltd. for their cooperation.

For the purpose of the survey, the following definitions apply:

1. Tourist - A non-resident who visits the province for business, pleasure or personal reasons, not arriving to take up an occupation, to establish a residence or to attend a school.

2. Party - One or more persons travelling together as a unit. For auto travellers, a unit is considered to include all persons travelling in a single vehicle.

For additional information, contact George E. Ferguson of the Department of Tourism and Parks, Development Branch by telephoning (902) 368-5504 or by writing to the Department of Tourism and Parks, P.O. Box 2000, Charlottetown, P.E.I., C1A 7N8.

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1991 TOURIST EXIT SURVEY

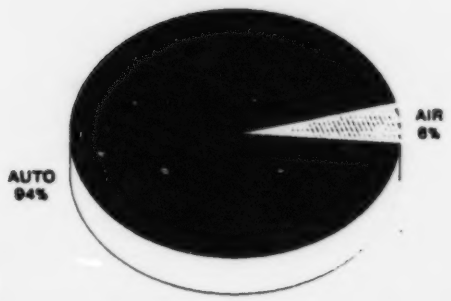
HIGHLIGHTS
GENERAL

Approximately 560,000 tourists visited Prince Edward Island by auto and air during the tourist season (May 15 - October 31, 1991).

Close to 94% of visitors travelled by auto; the balance utilized air transportation. Auto vacationers stayed an average of 3.9 nights in Prince Edward Island in comparison to air visitors, whose length of stay was much longer at 7 nights.

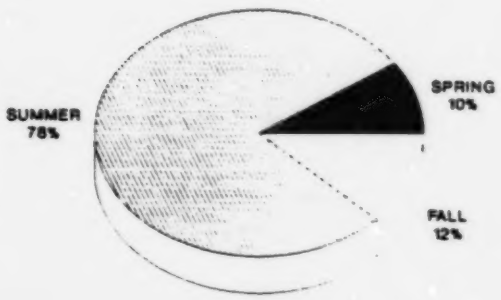
About 78% of the tourists who visited Prince Edward Island did so during what is termed the peak summer period (June 12 - September 12). Visitation rates of 10% and 12% were experienced in the spring (May 15 - June 11) and fall (September 13 - October 31) shoulder periods respectively.

MODE OF TRAVEL



PERSONS

SEASON OF VISIT



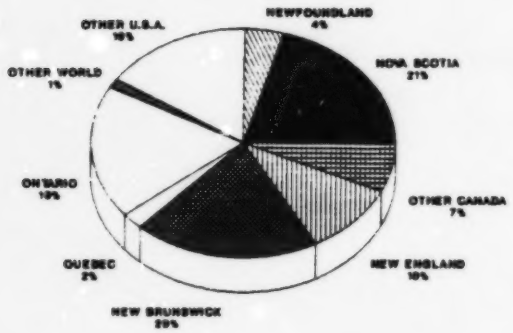
PERSONS

VISITOR PROFILES

Where Do They Come From?

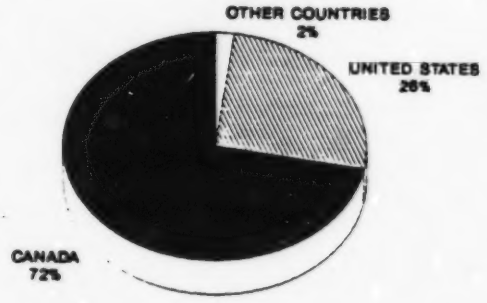
Nova Scotia, New Brunswick and Ontario were the major markets for Prince Edward Island, representing 21%, 20% and 19% respectively of total visitation; Quebec accounted for 3% of visitors to the Island; New England 10% and other American States 16%.

PROVINCE\REGION OF ORIGIN



PERSONS

COUNTRY OF ORIGIN



PARTIES

How Long Do They Stay?

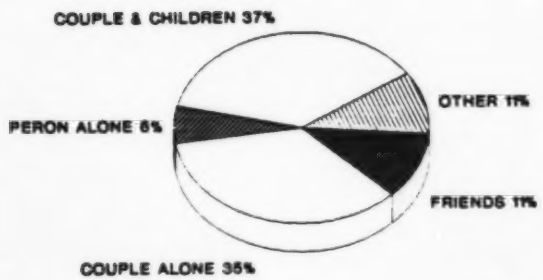
Visitors from the Maritimes, Central Canada and the United States stayed for an average of 3.6, 4.6 and 3.9 nights respectively. There is a reasonable explanation for why the length of stay of travellers from outside the Maritimes is longer. Prince Edward Island's tourism market is essentially comprised of two parts: 1) the short-trip market, which consists of visitors from Nova Scotia and New Brunswick; and 2) the long-haul vacation market, which is comprised of vacationers from regions beyond the Maritimes. On average, travellers will take three to four trips a year, usually two or three short trips and one long trip. Maritimers are more prone to spending their short trips within the Maritimes, which might include a long weekend, thereby explaining their short length of stay within the region as compared to the longer vacation trips they spend outside the area. On the other hand, the central Canadian and U.S. markets, by the very nature of their location, represent the long-haul vacation market. Since visitors are travelling for a longer period of time to reach their destination, they tend to stay longer upon arrival.

Who Are They?

Thirty-seven percent (37%) of visitors represent one family with children; 35% - one couple travelling alone; 11% - a group of friends; and 6% - one person travelling alone.

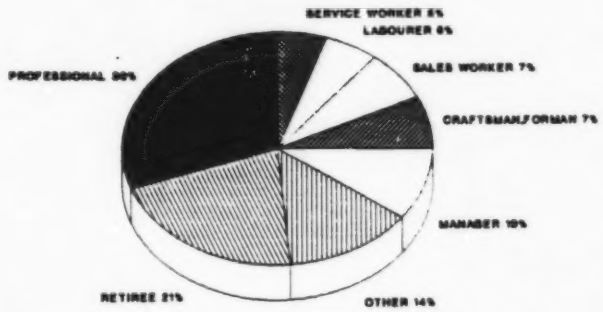
Slightly more than 30% of main income earners were professional, technical and related workers; 21% - were retirees; 10% - managers, officials and proprietors; 7% - craftsman, foreman and related workers; 6% - labourers; and 7% - sales workers.

GROUP COMPOSITION



PERSONS

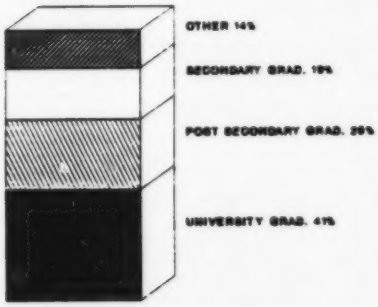
OCCUPATION OF MAIN INCOME EARNER



PARTIES

EDUCATION OF RESPONDENT

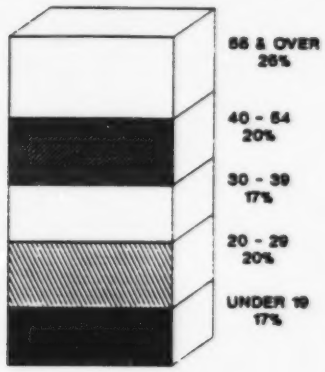
Forty-one percent (41%) of respondents were university graduates; another 26% had completed post secondary non-university training; and 19% finished secondary education.



PARTIES

The total number of male and female visitors was almost evenly divided with a slightly higher population of females represented. Approximately 17% of the total number were 19 years of age and under; 20% were between the ages of 20 and 29; 17% - between 30 and 39; 20% - between 40 and 54; and 25% were 55 years of age and older.

AGE OF POPULATION

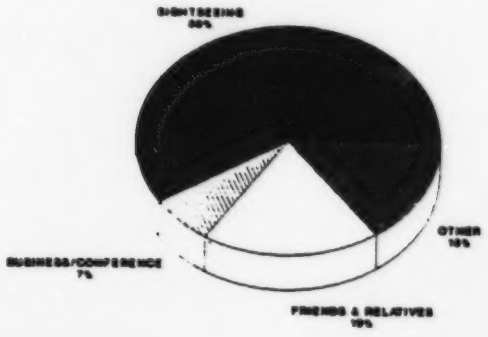


PERSONS

Why Do They Come?

The main purpose of trip was sightseeing for 59% of visiting parties, 19% state that visiting friends and relatives was their main motivation for coming; and 7% for meetings or other business.

PURPOSE OF TRIP

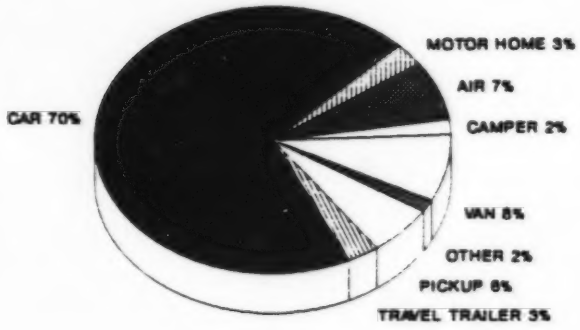


PERSONS

What Type Of Transportation Do They Use?

Seventy percent (70%) of respondents travelled by car; another 7% came by air; 8% - by van; 9% - by recreational vehicle and 6% came by pickup truck.

TYPE OF TRANSPORTATION

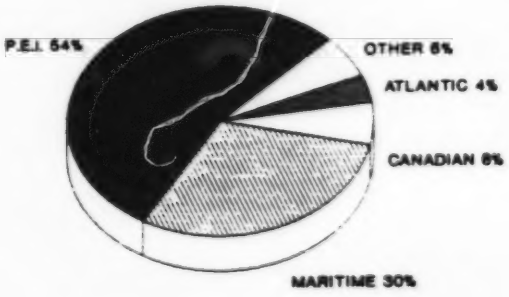


PARTIES

What type of pleasure trip did they take?

Almost 54% of visitors were on a PEI vacation; 30% on a Maritime vacation; 6% on a Canadian vacation and 4% on an Atlantic vacation.

TYPE OF PLEASURE TRIP

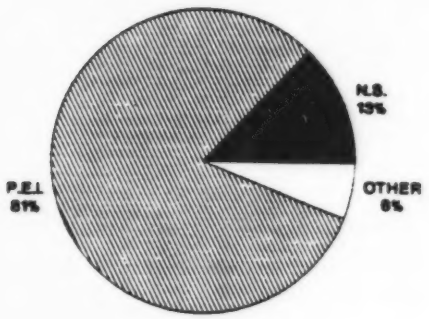


PERSONS

What Is The Main Destination of Their Trip?

The main destination of trip was Prince Edward Island for 81% of respondents; 13% indicated Nova Scotia; and 6% chose other destinations.

MAIN DESTINATION OF TRIP

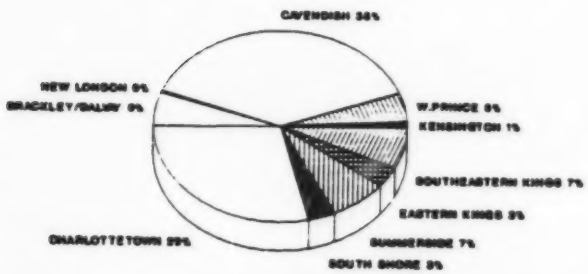


PERSONS

What Was The Main Destination In Prince Edward Island?

Cavendish was the main destination for 38% of visitors; another 29% indicated Charlottetown; and 7% the Summerside region.

ISLAND DESTINATION

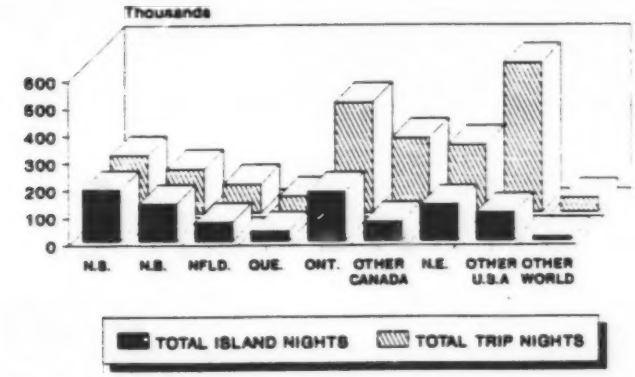


PERSONS

What percentage of total trip nights was spent in Prince Edward Island?

Slightly over 45% of total trip nights were spent in Prince Edward Island. On average, Nova Scotians spent 89% of their trip nights in PEI, N.B. spent 85% of trip nights; Quebec - 60%; Ontario - 45%; N.E. - 54%; and other states - 19%.

ISLAND SHARE OF TOTAL TRIP NIGHTS

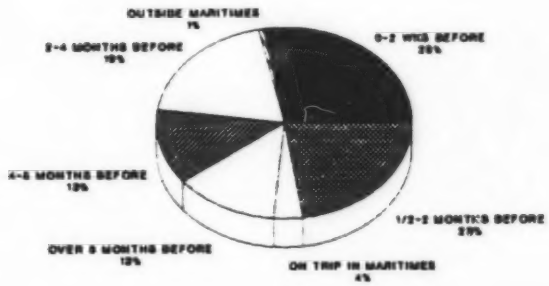


PARTY NIGHTS

When Did They Plan Their Visit to Prince Edward Island?

Approximately 28% of visitors planned their visit 0-2 weeks before leaving home; 23%, 2 weeks-2 months before; 19%, 2-4 months before; 13%, 4-8 months before; and 13% more than 8 months before.

WHEN PLANNED VISIT

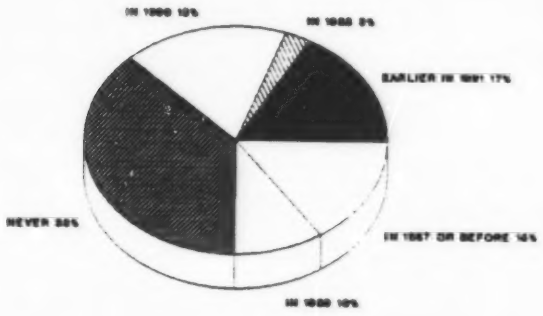


PERSONS

When Was Their Last Trip To P.E.I.?

A surprising 38% of visitors had never visited Prince Edward Island before. Close to 17% had previously visited P.E.I. in 1991; another 18% had last visited in 1990; 10% - in 1989; 3% - in 1988; and 15% had last visited in 1987 or before.

TIME OF LAST TRIP

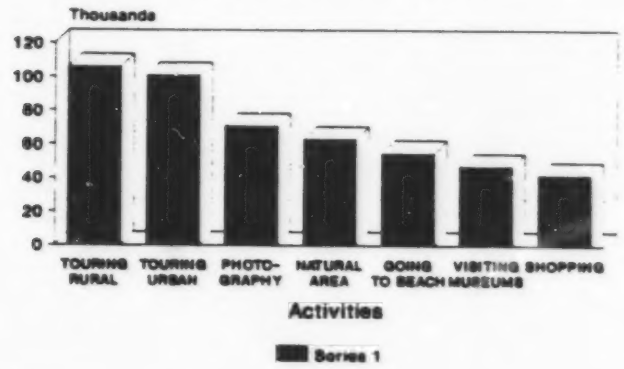


PERSONS

What Activities Did They Often Participate In?

Close to 47% of respondents had often participated in sightseeing outside towns/city; about 45% did some sightseeing in towns/city; 31% participated in photography; 28% visited natural areas; 24% went to the beach; 21% visited museuns; 18% did some shopping; and another 18% often did some camping.

ACTIVITIES PARTICIPATED IN



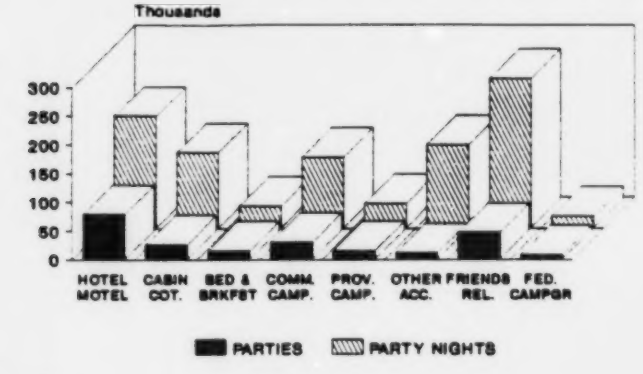
RESPONDENTS

ACCOMMODATION INFORMATION

What Type of Accommodation Did They Use?

Over 34% of visitors stayed in hotels and/or motels; 25% stayed in campgrounds; 18% stayed with friends and relatives; and 13% in cabins or cottages.

USE OF ACCOMMODATION

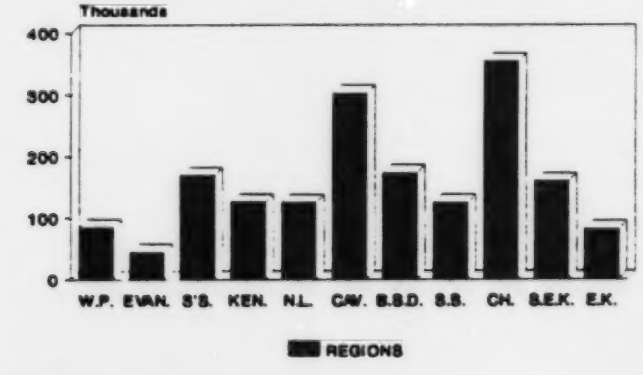


PARTIES

REGIONAL INFORMATION

Sixty-three percent (63%) of respondents travelled through the Charlottetown region; about 54% travelled through Cavendish; 31% - through the Brackley/Stanhope/Dalvay region; 30% - through Summerside; 28% - through Southeastern Kings and approximately 22% - through each of the Kensington, New London and Southshore regions.

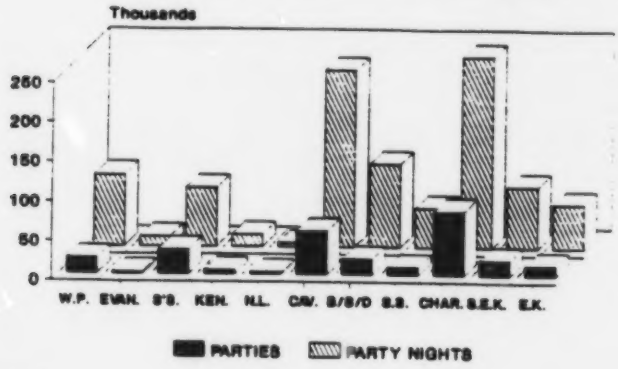
REGIONS TRAVELLED THROUGH



PERSONS

About 34% of respondents stayed overnight in the Charlottetown region; 28% - in the Cavendish region; 13% - in Summerside; 9% - in the Brackley/Stanhope/Dalvay region; and 8% - in each of the West Prince and Southeastern Kings regions.

REGIONS STAYED OVERNIGHT



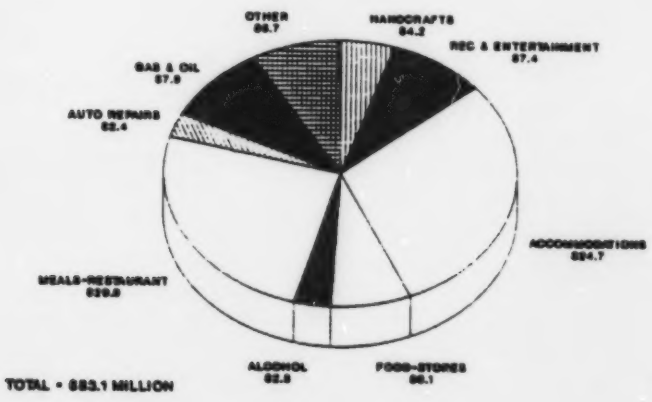
PARTIES

EXPENDITURE INFORMATION

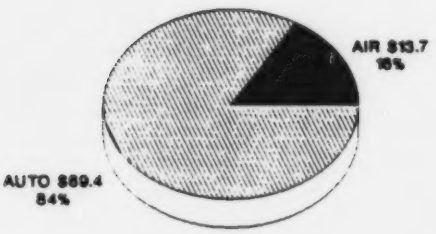
How Much Do They Spend?

Auto and air visitors to Prince Edward Island in 1991 spent a total of $83.1 million. Of this, close to $69.4 million was a result of auto travel expenditures; the balance of $13.7 million was spent by air travellers. The average expenditure per party per trip for auto and air travellers was $332.50 and $834.80 respectively.

TOTAL TOURIST EXPENDITURES
MILLIONS

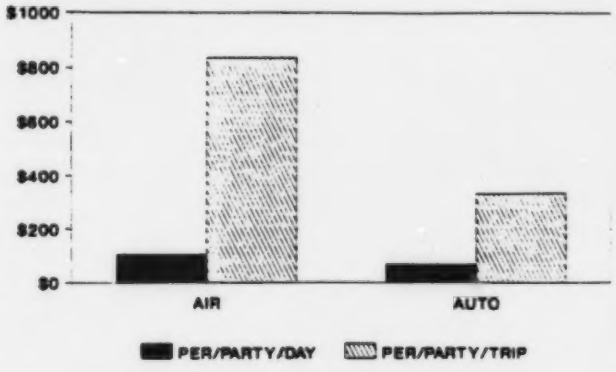


TOTAL EXPENDITURES BY MODE OF TRAVEL
MILLIONS



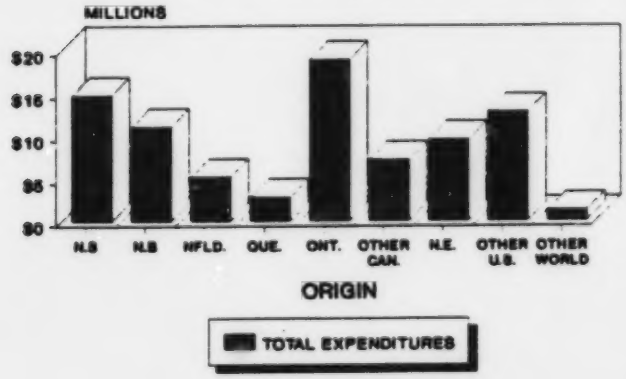
TOTAL EXPENDITURE = $83.1 MILLION

EXPENDITURES BY MODE OF TRAVEL



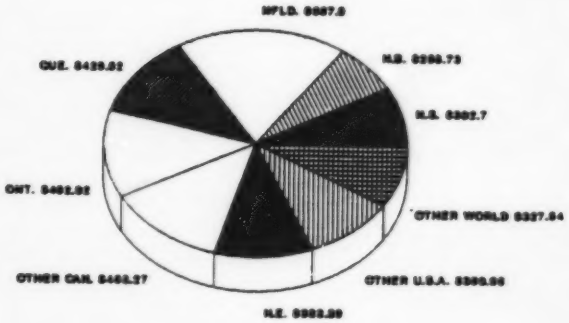
Ontario visitors accounted for the largest tourist expenditure in Prince Edward Island $18.8 million dollars. Visitors from Nova Scotia and other U.S. States spent $14.7 and $12.7 million respectively; visitors from New Brunswick - $11 million; New England - $9.5 million; and other Canada - $7.1 million.

TOTAL EXPENDITURES BY ORIGIN

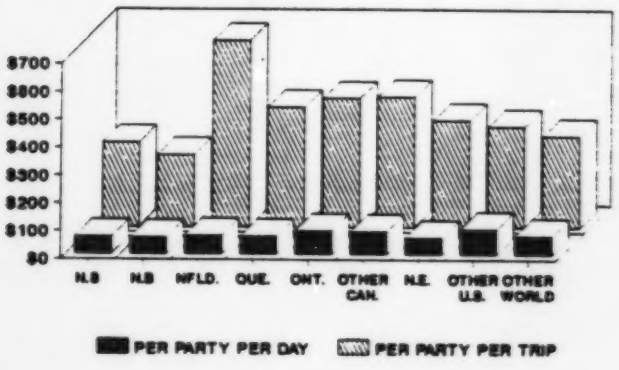


Ontario visitors exhibited the greatest expenditure per party per trip of our major markets at $462. Quebec visitors were next at $430; New Englanders spent an average of $383; other United States visitors - $361; Nova Scotia visitors - $303; and New Brunswick visitors - $259.

EXPENDITURE PER PARTY PER TRIP
ORIGIN OF PARTY

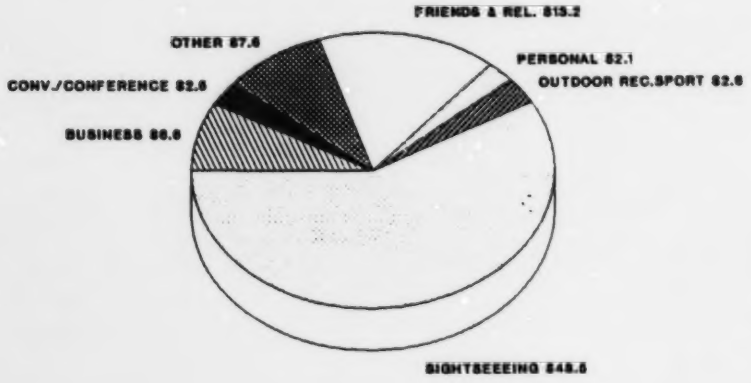


PARTY EXPENDITURES



Visitors who came to Prince Edward Island primarily to sightsee spent a total of $48.5 million. Visiting friends and relatives spent $13.1 million; business travellers - $9.1 million; and outdoor recreation sport enthusiasts* - $2.6 million.

EXPENDITURES BY PURPOSE OF TRIP
MILLIONS

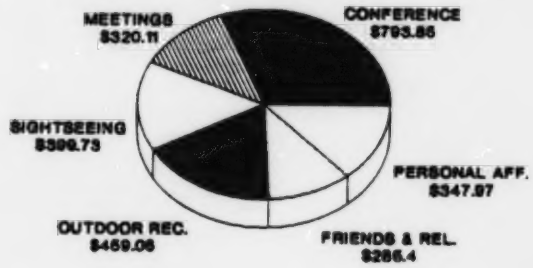


TOTAL EXPENDITURE = $83.1 MILLION

* It appears that a large number of outdoor recreation enthusiasts have been improperly coded in the 'other' category. This resulted in outdoor recreation expenditures being significantly underestimated and other category expenditures overestimated.

Sightseers, outdoor recreation enthusiasts and those visiting friends and relatives accounted for an average party expenditure of $400, $459 and $285 respectively.

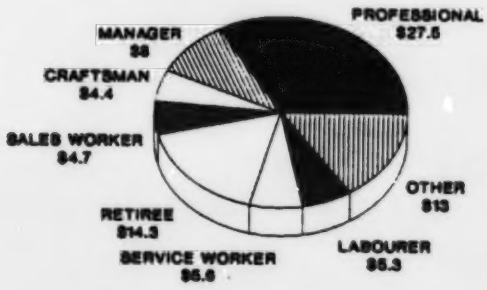
PARTY EXPENDITURES BY PURPOSE



EXPENDITURE/PARTY/TRIP

The occupational category that accounted for the largest total expenditure was the professional, technical and related workers at $27.5 million. Retirees spent a total of $14.3 million, managers, officials and proprietors - $8 million, service workers - $5.5 million; labours - $5.3 million; and sales workers $4.7 million.

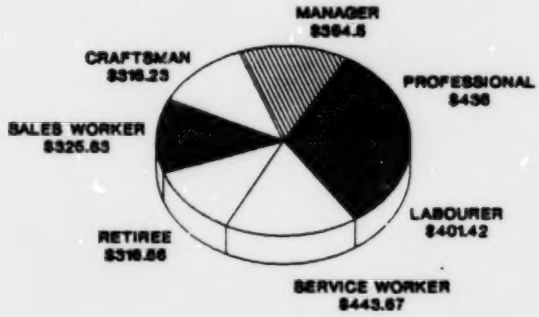
EXPENDITURE BY OCCUPATION
MILLIONS



OCCUPATION OF RESPONDENT

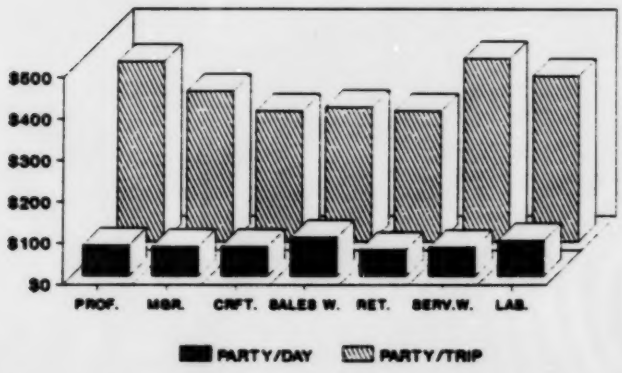
Respondents whose occupation was 'service worker' spent an average of $444 per party in Prince Edward Island. Professional, technical and related workers spent $436 per party; labours - $401; managers - $365; sales workers - $326; and retirees - $317.

EXPENDITURE BY RESPONDENT OCCUPATION



EXPENDITURE/PARTY/TRIP

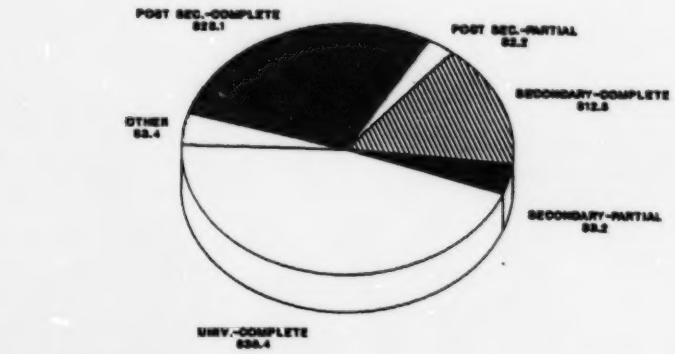
PARTY EXPENDITURES BY OCCUPATION



OCCUPATION OF RESPONDENT

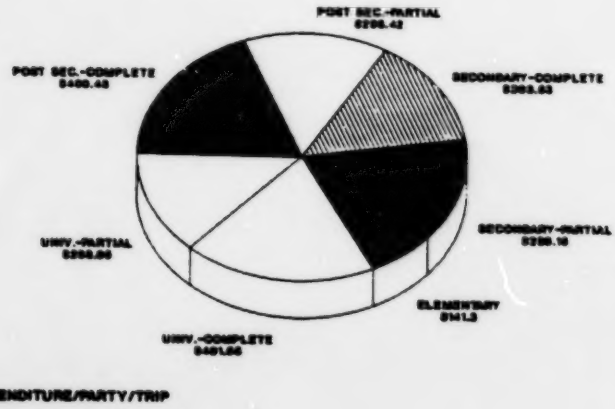
Respondents who had completed university accounted for $36.3 million in party expenditures; post secondary non-university graduates spent $23.1 million; and secondary graduates - $12.8 million.

TOTAL EXPENDITURES BY EDUCATION
MILLIONS



University graduates, post secondary non-university graduates, and secondary school graduates accounted for average party expenditures of $402, $400 and $304 respectively.

EXPENDITURES BY EDUCATION OF RESPONDENT



ENTIRE SEASON AUTO & AIR

I. VISITOR PROFILE

A. TOTAL NUMBER OF VISITORS

Type	Parties	%	Party Size	Total Persons	%	Length Of Stay On Island	Party Days	%
Total Non-resident tourists	225,170	100.0	2.4872	560,049	100.0	5.1417	1,157,763	100.0

B. TYPE OF VISITOR

Type	Parties	%	Party Size	Total Persons	%	Average No. Of Nights On Island	Party Nights	%
1) Overnight	207,365	92.1	2.4858	515,466	92.0	4.1417	932,594	100.0
2) Day	17,805	7.9	2.5040	44,584	8.0	0.0000	0	0.0
Total	225,170	100.0	2.4872	560,049	100.0	4.1417	932,594	100.0

C. MODE OF TRAVEL

Mode	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) Air	16,360	7.3	1.8866	30,865	5.5	7.0028	114,565	12.3
2) Auto	208,810	92.7	2.5343	529,185	94.5	3.9176	818,028	87.7
Total	225,170	100.0	2.4872	560,049	100.0	4.1417	932,594	100.0

D. PROVINCE/REGION OF ORIGIN

Origin	Parties	%	Party Size	Total Persons	%	Average No Of Nights On Island	Party Nights	%
1) Nova Scotia	48,599	21.6	2.3834	115,831	20.7	3.8935	189,219	20.3
2) New Brunswick	42,585	18.9	2.5929	110,416	19.8	3.2149	136,907	14.7
3) Newfoundland	7,678	3.4	2.9910	22,963	4.1	9.0036	69,125	7.4
4) Quebec	6,397	2.8	2.0405	13,053	2.3	5.6819	36,347	3.9
5) Ontario	40,787	18.1	2.5973	105,935	19.0	4.4360	180,928	19.4
6) Other Canada	15,194	6.8	2.5037	38,041	6.8	4.6186	70,177	7.5
7) New England	24,769	11.0	2.2956	56,860	10.2	5.3331	132,098	14.2
8) Other U.S.A.	35,337	15.7	2.4805	87,652	15.7	2.9103	102,841	11.0
9) Other World	3,700	1.6	2.0590	7,618	1.4	3.9308	14,544	1.6
Sub-total	225,045	100.0	2.4811	558,370	100.0	4.1422	932,184	100.0
Non-response	125			1,679			409	
Total	225,170			560,049			932,594	

E. COUNTRY OF ORIGIN

Origin	Parties	%	Party Size	Total Persons	%	Average No. Of Nights On Island	Party Nights	%
1) Canada	161,239	71.6	2.5195	406,240	72.8	4.2341	682,702	73.2
2) U.S.A.	60,106	26.7	2.4043	144,512	25.9	3.9087	234,939	25.2
3) Other Countries	3,700	1.6	2.0590	7,618	1.4	3.9308	14,544	1.6
Sub-total	225,045	100.0	2.4811	558,370	100.0	4.1422	932,184	100.0
Non-response	125			1,679			409	
Total	225,170			560,049			932,594	

F.1) OCCUPATION OF RESPONDENT

Occupation	Parties	%	Party Size	Total Persons	%	Average No. Of Nights On Island	Party Nights	%
1) Pro., tech & related worker	62,986	28.3	2.4207	152,471	27.5	4.8814	307,459	33.1
2) Farmer & farm manager	4,454	2.0	2.3929	10,659	1.9	3.5403	15,769	1.7
3) Manager, official & proprietor	22,054	9.9	2.4254	53,489	9.6	4.1736	92,045	9.9
4) Clerical & related worker	8,537	3.8	2.8769	24,560	4.4	2.8817	24,601	2.7
5) Sales worker	14,471	6.5	2.2962	33,228	6.0	2.4918	36,059	3.9
6) Craftsman, foreman, & related worker	13,863	6.2	2.5078	34,766	6.3	3.4228	47,451	5.1
7) Operative & related worker	4,185	1.9	3.1756	13,291	2.4	2.6277	10,998	1.2
8) Private household worker	370	0.2	2.7409	1,013	0.2	3.4382	1,271	0.1
9) Service worker except household	12,511	5.6	2.7487	34,388	6.2	5.3304	66,686	7.2
10) Farm labourer and farm foreman	141	0.1	3.5211	496	0.1	3.5501	500	0.1
11) Labourer except farm & mine	13,158	5.9	2.9583	38,923	7.0	3.6815	48,440	5.2
12) Student	8,400	3.8	2.3602	19,826	3.6	4.9357	41,461	4.5
13) Housewife	6,558	2.9	2.6776	17,560	3.2	3.6093	23,670	2.6
14) Retiree	45,070	20.2	2.3447	105,675	19.1	4.0083	180,657	19.5
15) Military	2,381	1.1	2.5553	6,083	1.1	7.3495	17,497	1.9
16) Unemployed	2,750	1.2	2.4318	6,686	1.2	3.8031	10,457	1.1
17) Other	699	0.3	2.1134	1,477	0.3	4.0167	2,806	0.3
Sub-total	222,587	100.0	2.4916	554,590	100.0	4.1684	927,827	100.0
Non-response	2,583			5,459			4,766	
Total	225,170			560,049			932,594	

F.2) OCCUPATION OF MAIN INCOME EARNER

Occupation	Parties	%	Party Size	Total Persons	%	Average No. Of Nights On Island	Party Nights	%
1) Pro., tech & related worker	62,130	30.4	2.4841	154,335	30.1	4.9130	305,246	35.6
2) Farmer & farm manager	4,013	2.0	2.2604	9,071	1.8	3.6832	14,780	1.7
3) Manager, official & proprietor	20,809	10.2	2.5610	53,292	10.4	4.2293	88,009	10.3
4) Clerical & related worker	5,145	2.5	2.8791	14,812	2.9	3.0724	15,807	1.8
5) Sales worker	14,324	7.0	2.3535	33,711	6.6	2.4781	35,496	4.1
6) Craftsman, foreman, & related worker	14,721	7.2	2.4431	35,964	7.0	3.3153	48,804	5.7
7) Operative & related worker	4,377	2.1	3.0257	13,243	2.6	2.8839	12,623	1.5
8) Private household worker	21	0.0	3.0000	63	0.0	3.0000	63	0.0
9) Service worker except household	10,584	5.2	2.7979	29,613	5.8	5.2881	55,970	6.5
10) Farm labourer and farm foreman	274	0.1	3.5018	959	0.2	2.5639	702	0.1
11) Labourer except farm & mine	11,561	5.7	3.0063	34,757	6.8	3.3860	39,146	4.6
12) Student	6,537	3.2	2.2728	14,857	2.9	5.0494	33,009	3.9
13) Housewife	2,412	1.2	2.4876	6,001	1.2	4.2478	10,247	1.2
14) Retiree	42,783	20.9	2.3425	100,217	19.6	3.9847	170,475	19.9
15) Military	2,635	1.3	2.5895	6,824	1.3	6.7547	17,801	2.1
16) Unemployed	1,581	0.8	2.0216	3,195	0.6	3.5540	5,617	0.7
17) Other	621	0.3	2.3040	1,432	0.3	4.2070	2,614	0.3
Sub-total	204,528	100.0	2.5050	512,347	100.0	4.1873	856,409	100.0
Non-response	20,642			47,702			76,185	
Total	225,170			560,049			932,594	

G. PURPOSE OF TRIP

Purpose	Parties	%	Party Size	Total Persons	%	Average No. Of Nights On Island	Party Nights	%
1) Convention/conference	3,176	1.4	2.6212	8,325	1.5	3.5691	11,335	1.2
2) Meetings, other business	20,551	9.1	1.5934	32,746	5.9	2.2600	46,444	5.0
3) Shopping	381	0.2	2.4004	916	0.2	5.5430	2,115	0.2
4) Sightseeing	121,261	53.9	2.7218	330,051	59.0	3.3833	410,266	44.0
5) Outdoor recreation sport	5,631	2.5	2.4751	13,936	2.5	4.0188	22,628	2.4
6) Personal affairs	5,996	2.7	2.1979	13,178	2.4	5.2703	31,599	3.4
7) Visiting friends & relatives	46,065	20.5	2.3578	108,614	19.4	5.6663	261,021	28.0
8) Commuting	189	0.1	1.3725	260	0.0	7.1162	1,347	0.1
9) Passing through to Magdalen Islands	975	0.4	1.8725	1,825	0.3	0.8705	849	0.1
10) Other	20,730	9.2	2.4039	49,832	8.9	6.9686	144,460	15.5
Sub-total	224,955	100.0	2.4880	559,683	100.0	4.1433	932,063	100.0
Non-response	215			366			531	
Total	225,170			560,049			932,594	

H. SEASON OF VISIT

Season	Parties	%	Party Size	Total Persons	%	Average No. Of Nights On Island	Party Nights	%
1) Spring	24,682	11.0	2.1886	54,018	9.6	0.3354	75,527	8.1
2) Summer	168,743	74.9	2.5894	436,941	78.0	3.2768	737,839	79.1
3) Fall	31,744	14.1	2.1765	69,090	12.3	0.5295	119,228	12.8
Total	225,170	100.0	2.4872	560,049	100.0	4.1417	932,594	100.0

I. TYPE OF TRANSPORTATION

Mode	Parties	%	Party Size	Total Persons	%	Average No. Of Nights On Island	Party Nights	%
1) Car only	156,543	69.5	2.4400	381,966	68.2	3.9472	617,900	66.3
2) Pickup truck	13,685	6.1	2.2945	31,399	5.6	4.0382	55,261	5.9
3) Motor home	6,289	2.8	2.5927	16,306	2.9	3.4224	21,523	2.3
4) Truck camper	4,160	1.8	3.1123	12,948	2.3	3.3770	14,049	1.5
5) Travel trailer	6,427	2.9	2.8061	18,034	3.2	5.2243	33,576	3.6
6) Tent trailer	2,938	1.3	3.3021	9,701	1.7	4.2351	12,442	1.3
7) Van	18,323	8.1	3.1650	57,994	10.4	3.4109	62,498	6.7
8) Air	16,360	7.3	1.8866	30,865	5.5	7.0028	114,565	12.3
9) Other	445	0.2	1.8805	838	0.2	1.7488	779	0.1
Total	225,170	100.0	2.4872	560,049	100.0	4.1417	932,594	100.0

J. 1) GROUP COMPOSITION

Composition	Parties	%	Party Size	Total Persons	%	Average No.Of Nights On Island	Party Nights	%
1) One person alone	34,154	15.2	1.0178	34,761	6.2	4.9914	170,479	18.3
2) One couple with children	56,825	25.3	3.6101	205,144	36.6	4.6684	265,283	28.5
3) Two or more families	2,682	1.2	5.2532	14,091	2.5	4.2100	11,293	1.2
4) Organized group	304	0.1	2.6100	793	0.1	3.8868	1,181	0.1
5) One couple alone	97,575	43.4	2.0160	196,712	35.1	3.8203	372,762	40.0
6) Two or more couples	7,283	3.2	3.9620	28,855	5.2	1.9805	14,424	1.5
7) Group of friends	21,434	9.5	2.9609	63,466	11.3	3.9201	84,025	9.0
8) Other	4,778	2.1	3.3403	15,959	2.9	2.6878	12,841	1.4
Sub-total	225,036	100.0	2.4875	559,781	100.0	4.1428	932,288	100.0
Non-response	134			269			305	
Total	225,170			560,049			932,594	

J. 2) GROUP COMPOSITION (BY ORIGIN)

Composition	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) One person alone	10,890	22.4	8,409	19.7	783	10.2	1,408	22.0	5,600	13.7	1,721	11.4	3,265	13.2	1,661	4.7	418	11.3	34,155	15.2
2) One couple with children	14,096	29.0	13,359	31.4	3,305	43.0	568	8.9	11,716	28.7	4,665	30.8	3,537	14.3	5,439	15.4	136	3.7	56,821	25.3
3) Two or more families	556	1.1	527	1.2	258	3.4	110	1.7	663	1.6	118	0.8	320	1.3	129	0.4	0	0.0	2,682	1.2
4) Organized group	77	0.2	0	0.0	0	0.0	56	0.9	108	0.3	0	0.0	29	0.1	0	0.0	34	0.9	304	0.1
5) One couple alone	16,017	33.0	13,121	30.8	2,737	35.7	2,951	46.1	16,916	41.5	7,081	46.8	13,591	54.9	22,552	63.9	2,570	69.5	97,536	43.4
6) Two or more couples	637	1.3	388	0.9	222	2.9	174	2.7	2,469	6.1	117	0.8	1,176	4.7	1,933	5.5	168	4.5	7,283	3.2
7) Group of friends	5,768	11.9	5,841	13.7	187	2.4	758	11.8	2,960	7.3	1,302	8.6	2,352	9.5	1,812	5.1	374	10.1	21,353	9.5
8) Other	557	1.1	941	2.2	186	2.4	372	5.8	340	0.8	135	0.9	499	2.0	1,747	5.0	0	0.0	4,778	2.1
Total	48,599	100.0	42,585	100.0	7,678	100.0	6,397	100.0	40,771	100.0	15,140	100.0	24,769	100.0	35,273	100.0	3,700	100.0	224,911	100.0

K. AGE OF TOTAL POPULATION

Age	Male Persons Number	%	Female Persons Number	%	Total Population Number	%
1) Under 15	37,115	13.5	38,682	13.4	75,797	13.4
2) 15-19	8,349	3.0	13,948	4.8	22,297	4.0
3) 20-24	17,598	6.4	23,657	8.2	41,255	7.3
4) 25-29	39,109	14.2	32,893	11.4	72,002	12.8
5) 30-34	20,225	7.4	20,792	7.2	41,017	7.3
6) 35-39	29,940	10.9	27,240	9.4	57,180	10.1
7) 40-44	24,381	8.9	27,232	9.4	51,613	9.2
8) 45-54	31,553	11.5	30,091	10.4	61,644	10.9
9) 55-64	26,714	9.7	29,346	10.2	56,060	9.9
10) 65 & over	39,878	14.5	44,908	15.6	84,786	15.0
Total	27,4862	100.0	288,789	100.0	563,651	100.0

L. EDUCATION OF RESPONDENT

Education	Parties	%	Party Size	Total Persons	%	Average Number Of Nights On Island	Party Nights	%
1) Elementary	2,398	1.1	2.0315	4,872	0.9	3.8371	9,203	1.0
2) Secondary - partial	11,097	5.0	2.6264	29,144	5.3	3.6640	40,658	4.5
3) Secondary - completed	42,218	19.1	2.6307	111,065	20.1	3.4981	147,681	16.3
4) Post secondary partial	7,317	3.3	2.4773	18,126	3.3	3.6151	26,450	2.9
5) Post secondary completed	57,609	26.0	2.7140	156,349	28.3	4.3529	250,768	27.6
6) University - partial	10,309	4.7	2.4250	24,999	4.5	4.0380	41,627	4.6
7) University - completed	90,407	40.8	2.2900	207,028	37.5	4.3363	392,027	43.2
Sub-total	221,354	100.0	2.4919	551,583	100.0	4.1039	908,415	100.0
Non-response	3,816			8,466			24,178	
Total	225,170			560,049			932,594	

M. 1) OCCUPATION OF MAIN INCOME EARNER (BY PURPOSE OF TRIP)

OCCUPATION	Convention Conf.	%	Business Meeting	%	Shopping	%	Sight-Seeing	%	Recreation Sport	%	Personal Affairs	%	Visiting Friends/ Relatives	%	Commuting	%	To Magdalen Islands	%	Other	%	Total	%
1) Pro., tech & related worker	1,507	52.0	5,365	29.2	28	7.9	34,043	30.6	1,213	25.8	1,412	26.9	13,347	32.2	66	37.0	391	46.1	4,677	24.4	62,049	30.4
2) Farmer & farm manager	0	0.0	158	0.9	0	0.0	1,911	1.7	0	0.0	24	0.5	836	2.0	0	0.0	0	0.0	1,084	5.6	4,013	2.0
3) Manager, official & proprietor	310	10.7	3,915	21.3	0	0.0	8,994	8.1	702	14.9	770	14.7	3,743	9.0	0	0.0	63	7.4	2,311	12.0	20,809	10.2
4) Clerical & related worker	0	0.0	367	2.0	0	0.0	2,467	2.2	75	1.6	0	0.0	1,146	2.8	38	21.0	0	0.0	1,052	5.5	5,145	2.5
5) Sales worker	148	5.1	6,076	33.1	255	73.0	4,640	4.2	526	11.2	131	2.5	2,416	5.8	0	0.0	0	0.0	133	0.7	14,324	7.0
6) Craftsman, foreman,etc	12	0.4	858	4.7	0	0.0	8,802	7.9	507	10.8	288	5.5	3,228	7.8	18	10.3	0	0.0	1,007	5.2	14,721	7.2
7) Operative & related worker	0	0.0	0	0.0	0	0.0	2,335	2.1	517	11.0	0	0.0	1,043	2.5	42	23.7	74	8.7	365	1.9	4,377	2.1
8) Private household worker	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	21	0.1	0	0.0	0	0.0	0	0.0	21	0.0
9) Service worker except household	86	3.0	670	3.6	0	0.0	5,312	4.8	78	1.7	450	8.6	3,052	7.4	0	0.0	0	0.0	937	4.9	10,584	5.2
10) Farm labourer/foreman	0	0.0	0	0.0	0	0.0	274	0.2	0	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	274	0.1
11) Labourer	89	3.1	360	2.0	0	0.0	7,322	6.6	179	3.8	293	5.6	1,161	2.8	14	7.9	112	13.2	2,031	10.6	11,561	5.7
12) Student	207	7.2	184	1.0	0	0.0	3,081	2.8	154	3.3	340	6.5	1,001	2.4	0	0.0	177	20.9	1,394	7.3	6,537	3.2
13) Housewife	0	0.0	0	0.0	0	0.0	678	0.6	0	0.0	125	2.4	1,186	2.9	0	0.0	0	0.0	423	2.2	2,412	1.2
14) Retiree	473	16.3	260	1.4	66	19.0	29,229	26.3	610	12.9	1,396	26.6	7,517	18.1	0	0.0	31	3.6	3,185	16.6	42,767	20.9
15) Military	53	1.8	86	0.5	0	0.0	796	0.7	0	0.0	14	0.3	1,580	3.8	0	0.0	0	0.0	106	0.6	2,635	1.3
16) Unemployed	10	0.3	9	0.1	0	0.0	730	0.7	147	3.1	0	0.0	186	0.4	0	0.0	0	0.0	498	2.6	1,581	0.8
17) Other	0	0.0	61	0.3	0	0.0	517	0.5	0	0.0	0	0.0	44	0.1	0	0.0	0	0.0	0	0.0	621	0.3
Total	2,896	100.0	18,370	100.0	349	100.0	111,132	100.0	4,707	100.0	5,242	100.0	41,506	100.0	179	100.0	848	100.0	19,203	100.0	204,432	100.0

M. 2) OCCUPATION OF MAIN INCOME EARNER (BY ORIGIN)

Occupation	Nova Scotia	%	New Brunswick	%	Nfld.	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Pro., tech & related worker	12,047	28.4	9,709	25.0	1,079	16.2	2,518	42.8	10,120	27.2	6,731	46.7	8,361	34.8	9,196	26.1	2,369	67.7	62,130	29.8
2) Farmer & farm manager	1,150	2.7	1,430	3.7	52	0.8	32	0.5	549	1.5	285	2.0	373	1.6	142	0.4	0	0.0	4,013	1.9
3) Manager, official & proprietor	5,104	12.0	3,452	8.9	1,247	18.7	648	11.0	4772	12.8	1,406	9.8	1,323	5.5	2,539	7.2	237	6.8	20,728	9.9
4) Clerical & related worker	2,034	4.8	796	2.0	198	3.0	115	1.9	1590	4.3	143	1.0	138	0.6	89	0.3	38	1.1	5,140	2.5
5) Sales worker	4,337	10.2	4,363	11.2	252	3.8	374	6.4	3004	8.1	461	3.2	355	1.5	1,163	3.3	13	0.4	14,324	6.9
6) Craftsman, foreman, etc	2,027	4.8	4,678	12.0	476	7.1	462	7.9	1830	4.9	262	1.8	3,714	15.5	1,273	3.6	0	0.0	14,721	7.1
7) Operative & related worker	1,065	2.5	1,023	2.6	244	3.7	136	2.3	1214	3.3	543	3.8	87	0.4	64	0.2	0	0.0	4,377	2.1
8) Private household worker	21	0.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	21	0.0
9) Service worker except household	3,085	7.3	2,102	5.4	1,205	18.1	100	1.7	2707	7.3	108	0.8	1,057	4.4	208	0.6	12	0.3	10,584	5.1
10) Farm labourer/ foreman	0	0.0	0	0.0	68	1.0	0	0.0	185	0.5	0	0.0	0	0.0	22	0.1	0	0.0	274	0.1
11) Labourer	3,322	7.8	3,468	8.9	694	10.4	0	0.0	2425	6.5	749	5.2	403	1.7	500	1.4	0	0.0	11,561	5.5
12) Student	2,090	4.9	1,700	4.4	95	1.4	558	9.5	690	1.9	67	0.5	533	2.2	603	1.7	202	5.8	6,537	3.1
13) Housewife	716	1.7	471	1.2	0	0.0	68	1.2	916	2.5	63	0.4	73	0.3	105	0.3	0	0.0	2,412	1.2
14) Retiree	3,970	9.4	4,870	12.5	408	6.1	757	12.9	6760	18.1	3,420	23.7	7,258	30.2	14,779	41.9	522	14.9	42,744	20.5
15) Military	979	2.3	471	1.2	472	7.1	77	1.3	129	0.3	132	0.9	291	1.2	85	0.2	0	0.0	2,635	1.3
16) Unemployed	440	1.0	339	0.9	111	1.7	0	0.0	164	0.4	0	0.0	0	0.0	460	1.3	66	1.9	1,581	0.8
17) Other	69	0.2	0	0.0	69	1.0	40	0.7	218	0.6	40	0.3	40	0.2	104	0.3	41	1.2	621	0.3
Total	42,456	100.0	38,873	100.0	6,669	100.0	5,887	100.0	37271	100.0	14,411	100.0	24,004	100.0	35,273	100.0	3,499	100.0	208,344	100.0

N. COUNTRY OF ORIGIN (BY PURPOSE OF TRIP)

Country	Convention Conf.	%	Business Meeting	%	Shopping	%	Sight-Seeing	%	Recreation Sport	%	Personal Affairs	%	Visiting Friends Relatives	%	Commuting	%	To Magdalen Islands	%	Other	%	Total	%
1) Canada	3,011	94.8	19,235	93.6	381	100.0	69,056	57.0	4,863	86.4	4,520	75.4	41,654	90.4	189	100.0	910	93.4	17,269	83.3	161,088	71.6
2) U.S.A.	165	5.2	1,090	5.3	0	0.0	48,787	40.3	768	13.6	1,454	24.2	4,315	9.4	0	0.0	65	6.6	3,399	16.4	60,042	26.7
3) Other Countries	0	0.0	226	1.1	0	0.0	3,299	2.7	0	0.0	22	0.4	91	0.2	0	0.0	0	0.0	63	0.3	3,700	1.6
Total	3,176	100.0	20,551	100.0	381	100.0	121,142	100.0	5,631	100.0	5,996	100.0	46,060	100.0	189	100.0	975	100.0	20,730	100.0	224,830	100.0

O. PROVINCE/REGION OF ORIGIN (BY PURPOSE OF TRIP)

Origin	Convention Conf.	%	Business Meeting	%	Shopping	%	Sight-Seeing	%	Recreation Sport	%	Personal Affairs	%	Visiting Friends Relatives	%	Commuting	%	To Magdalen Islands	%	Other	%	Total	%
1) Nova Scotia	799	25.2	9,414	45.8	61	15.9	12,489	10.3	2,474	43.9	1,480	24.7	15,601	33.9	90	47.8	96	9.8	6,031	29.1	48,535	21.6
2) New Brunswick	908	28.6	5,841	28.4	255	66.8	15,596	12.9	1,538	27.3	1,181	19.7	10,129	22.0	42	22.4	54	5.5	7,042	34.0	42,585	18.9
3)Newfoundland	93	2.9	331	1.6	48	12.6	4,546	3.8	148	2.6	192	3.2	1,176	2.6	0	0.0	0	0.0	1,143	5.5	7,678	3.4
4) Quebec	167	5.3	872	4.2	0	0.0	3,577	3.0	86	1.5	133	2.2	619	1.3	0	0.0	676	69.3	251	1.2	6,380	2.8
5) Ontario	400	12.6	2,247	10.9	18	4.7	23,680	19.5	486	8.6	931	15.5	10,777	23.4	0	0.0	21	2.2	2,211	10.7	40,771	18.1
6) Other Canada	644	20.3	530	2.6	0	0.0	9,168	7.6	131	2.3	604	10.1	3,353	7.3	56	29.8	64	6.6	591	2.8	15,140	6.7
7) New England	0	0.0	85	0.4	0	0.0	18,600	15.4	385	6.8	1,008	16.8	3,071	6.7	0	0.0	65	6.6	1,557	7.5	24,769	11.0
8) Other U.S.A.	165	5.2	1,006	4.9	0	0.0	30,188	24.9	383	6.8	446	7.4	1,244	2.7	0	0.0	0	0.0	1,842	8.9	35,273	15.7
9) Other countries	0	0.0	226	1.1	0	0.0	3,299	2.7	0	0.0	22	0.4	91	0.2	0	0.0	0	0.0	63	0.3	3,700	1.6
Total	3,176	100.0	20,551	100.0	381	100.0	121,142	100.0	5,631	100.0	5,996	100.0	46,060	100.0	189	100.0	975	100.0	20,730	100.0	224,830	100.0

P. PROVINCE/REGION OF ORIGIN (BY LICENSE OF ORIGIN)

Origin	Nova Scotia	%	New Brunswick	%	NFLD	%	Quebec	%	Ontario	%	Other Canada	%	New England	%	Other U.S.A.	%	Other Countries	%	Total	%
1) Nova Scotia	45,844	84.8	507	1.2	0	0.0	0	0.0	294	0.9	0	0.0	0	0.0	1,137	3.9	0	0.0	47,781	23.0
2) New Brunswick	2,105	3.9	40,072	92.1	83	1.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	42,259	20.3
3) Newfoundland	277	0.5	45	0.1	6,297	98.3	0	0.0	454	1.4	0	0.0	0	0.0	0	0.0	0	0.0	7,074	3.4
4) Quebec	285	0.5	0	0.0	0	0.0	4,291	70.5	386	1.2	0	0.0	0	0.0	0	0.0	0	0.0	4,962	2.4
5) Ontario	1,622	3.0	391	0.9	0	0.0	68	1.1	31,622	94.9	63	0.8	0	0.0	0	0.0	0	0.0	33,766	16.2
6) Other Canada	2,590	4.8	1,416	3.3	0	0.0	245	4.0	267	0.8	7,388	96.5	89	0.3	0	0.0	0	0.0	11,997	5.8
7) New England	58	0.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	23,499	83.8	122	0.4	0	0.0	23,678	11.4
8) Other U.S.A.	847	1.6	964	2.2	0	0.0	39	0.6	42	0.1	0	0.0	4,212	15.0	27,331	94.3	0	0.0	33,436	16.1
9) Other Countries	419	0.8	125	0.3	24	0.4	1,442	23.7	252	0.8	206	2.7	245	0.9	408	1.4	58	100.0	3,178	1.5
Total	54,046	100.0	43,521	100.0	6,404	100.0	6,085	100.0	33,317	100.0	7,658	100.0	28,046	100.0	28,998	100.0	58	100.0	208,132	100.0

Q. PURPOSE OF TRIP (BY COUNTRY OF ORIGIN)

Origin	Canada	%	USA	%	Other Countries	%	Total	%
1) Convention, conference	3,011	1.9	165	0.3	0	0.0	3,176	1.4
2) Business meeting	19,235	11.9	1,090	1.8	226	6.1	20,551	9.1
3) Shopping	381	0.2	0	0.0	0	0.0	382	0.2
4) Sightseeing	69,056	42.9	48,787	81.3	3,299	89.2	121,142	53.9
5) Outdoor recreation sport	4,863	3.0	768	1.3	0	0.0	5,631	2.5
6) Personal affairs	4,520	2.8	1,454	2.4	22	0.6	5,996	2.7
7) Visiting friends & relatives	41,654	25.9	4,315	7.2	91	2.5	46,060	20.5
8) Commuting	189	0.1	0	0.0	0	0.0	189	0.1
9) To Magdalen Islands	910	0.6	65	0.1	0	0.0	975	0.4
10) Other	17,269	10.7	3,399	5.7	63	1.7	20,730	9.2
Total	161,088	100.0	60,042	100.0	3,700	100.0	224,830	100.0

R. PURPOSE OF TRIP (BY PROVINCE/REGION OF ORIGIN)

Purpose	Nova Scotia Parties	%	New Brunswick Parties	%	NFLD. Parties	%	Quebec Parties	%	Ontario Parties	%	Other Canada Parties	%	New England Parties	%	Other U.S.A. Parties	%	Other Countries Parties	%	Total Parties	%
1) Convention/ conference	799	1.6	908	2.1	93	1.2	167	2.6	400	1.0	644	4.3	0	0.0	165	0.5	0	0.0	3,176	1.4
2) Meetings, other business	9,414	19.4	5,841	13.7	331	4.3	872	13.7	2,247	5.5	530	3.5	85	0.3	1,006	2.9	226	6.1	20,551	9.1
3) Shopping	61	0.1	255	0.6	48	0.6	0	0.0	18	0.0	0	0.0	0	0.0	0	0.0	0	0.0	382	0.2
4) Sightseeing	12,489	25.7	15,596	36.6	4,546	59.2	3,577	56.1	23,680	58.1	9,168	60.6	18,600	75.1	30,188	85.6	3,299	89.2	121,142	53.9
5) Outdoor recreation sport	2,474	5.1	1,538	3.6	148	1.9	86	1.3	486	1.2	131	0.9	385	1.6	383	1.1	0	0.0	5,631	2.5
6) Personal affairs	1,480	3.0	1,181	2.8	192	2.5	133	2.1	931	2.3	604	4.0	1,008	4.1	446	1.3	22	0.6	5,996	2.7
7) Visiting friends & relatives	15,601	32.1	10,129	23.8	1,176	15.3	619	9.7	10,777	26.4	3,353	22.1	3,071	12.4	1,244	3.5	91	2.5	46,060	20.5
8) Commuting	90	0.2	42	0.1	0	0.0	0	0.0	0	0.0	56	0.4	0	0.0	0	0.0	0	0.0	189	0.1
9) To Magdalen Islands	96	0.2	54	0.1	0	0.0	676	10.6	21	0.1	64	0.4	65	0.3	0	0.0	0	0.0	975	0.4
10) Other	6,031	12.4	7,042	16.5	1,143	14.9	251	3.9	2,211	5.4	591	3.9	1,557	6.3	1,842	5.2	63	1.7	20,730	9.2
Total	48,535	100.0	42,585	100.0	7,678	100.0	6,380	100.0	40,771	100.0	15,140	100.0	24,769	100.0	35,273	100.0	3,700	100.0	224,830	100.0

S. 1) CONSIDER THIS A PLEASURE TRIP?

Response	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) Yes	200,535	89.8	2.5830	517,986	93.2	4.2760	857,483	92.5
2) No	22,826	10.2	1.6561	37,800	6.8	3.0311	69,186	7.5
Sub-total	223,361	100.0	2.4883	555,787	100.0	4.1488	926,669	100.0
Non-response	1,809			4,263			5,924	
Total	225,170			560,049			932,594	

S. 2) TYPE OF PLEASURE TRIP

Trip Type	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) A canadian vacation	12,577	6.1	2.6806	33,714	6.3	2.5968	32,660	3.7
2) Part of a maritime vacation	59,973	29.0	2.6351	158,034	29.8	2.9997	179,898	20.5
3) Part of an atlantic vacation	9,833	4.8	2.3455	23,065	4.3	2.9862	29,364	3.3
4) A P.E.I. vacation	112,590	54.5	2.5158	283,252	53.3	5.3502	602,376	68.7
5) Other	11,635	5.6	2.8373	33,012	6.2	2.7986	32,562	3.7
Sub-total	206,608	100.0	2.5705	531,076	100.0	4.2441	876,860	100.0
Non-response	18,562			28,973			55,733	
Total	225,170			560,049			932,594	

T.1) MAIN DESTINATION OF TRIP

Origin	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) Cape Breton	584	0.4	2.7756	1,622	0.4	2.8754	1,680	0.2
2) Northern N.S.	220	0.1	2.4288	534	0.1	2.0893	460	0.1
3) Halifax County	123	0.1	1.8343	225	0.1	1.8496	227	0.0
4) Southern N.S.	35	0.0	2.0000	70	0.0	1.0000	35	0.0
5) Annapolis Valley	68	0.0	2.0000	135	0.0	0.0000	0	0.0
6) Halifax-Dartmouth	689	0.4	2.7600	1,902	0.4	2.5271	1,742	0.2
7) Sydney	25	0.0	2.0000	49	0.0	5.0000	123	0.0
8) Unknown N.S.	18,646	11.3	2.6910	50,175	11.8	1.9101	35,615	4.9
9) Northeast N.B.	30	0.0	3.0000	89	0.0	9.0000	267	0.0
10) Fredericton region	40	0.0	4.0000	161	0.0	1.0000	40	0.0
11) Fredericton N.B.	147	0.1	2.0000	294	0.1	4.0000	588	0.1
12) Moncton N.B.	92	0.1	2.1843	200	0.0	1.6159	148	0.0
13) Unknown N.B.	3,820	2.3	2.7665	10,567	2.5	7.2537	27,706	3.8
14) Newfoundland	3,300	2.0	2.2520	7,431	1.8	2.0383	6,726	0.9
15) Quebec	784	0.5	2.5091	1,968	0.5	1.1517	903	0.1
16) Magdalen Islands	393	0.2	1.8996	747	0.2	0.8109	319	0.0
17) Quebec City	67	0.0	1.0000	67	0.0	1.0000	67	0.0
18) Montreal	49	0.0	1.5943	78	0.0	1.0000	49	0.0
19) Ontario	52	0.0	2.0000	104	0.0	0.7243	38	0.0
20) Toronto	140	0.1	2.8472	398	0.1	3.3250	465	0.1
21) Ottawa	60	0.0	1.6087	97	0.0	7.1864	432	0.1
22) Alberta	20	0.0	2.0000	41	0.0	10.0000	204	0.0
23) British Columbia	46	0.0	28.9837	1,336	0.3	4.0904	189	0.0
24) Illinois	18	0.0	2.0000	37	0.0	1.0000	18	0.0
25) Maine	835	0.5	2.6078	2,176	0.5	3.3739	2,816	0.4
26) Massachusetts	57	0.0	4.0000	229	0.1	6.0000	343	0.0
27) New Hampshire	67	0.0	2.0000	135	0.0	1.0000	67	0.0
28) New Jersey	34	0.0	2.0000	67	0.0	2.0000	67	0.0
29) Mexico	282	0.2	3.0000	845	0.2	14.0000	3,945	0.5
30) P.E.I.	134,701	81.4	2.5413	342,315	80.7	4.8064	647,433	88.4
Sub-total	165,423	100.0	2.5637	424,095	100.0	4.4293	732,711	100.0
Non-response	59,747			135,955			199,883	
Total	225,170			560,049			932,594	

T. 2) MAIN DESTINATION ON ISLAND

Region	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) West Prince	8,523	5.4	2.2458	19,140	4.8	7.6253	64,987	9.0
2) Evangeline	1,586	1.0	2.5329	4,016	1.0	8.3150	13,185	1.8
3) Summerside	12,353	7.8	2.4045	29,702	7.4	3.1936	39,450	5.5
4) Kensington	1,878	1.2	2.2571	4,239	1.1	4.7983	9,011	1.3
5) New London	529	0.3	2.6162	1,383	0.3	3.4790	1,840	0.3
6) Cavendish	50,326	31.8	3.0109	151,526	37.8	4.1123	206,958	28.7
7) Brackley/Stanhope/Dalvay	9,510	6.0	2.3762	22,596	5.6	6.3340	60,233	8.4
8) South Shore	5,757	3.6	2.3230	13,373	3.3	6.8041	39,171	5.4
9) Charlottetown	49,629	31.3	2.2952	113,909	28.4	3.8551	191,324	26.6
10) Southeastern Kings	11,658	7.4	2.3893	27,854	6.9	4.8700	56,772	7.9
11) Eastern Kings	6,592	4.2	2.0245	13,346	3.3	5.6303	37,116	5.2
Sub-total	158,340	100.0	2.5331	401,084	100.0	4.5475	720,046	100.0
Non-response	66,830			158,965			212,548	
Total	225,170			560,049			932,594	

U. WHEN PLANNED VISIT TO P.E.I.

Response	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) Before leaving home 0-2 weeks	64,478	28.8	2.3883	153,990	27.6	2.4883	160,442	17.3
2) Before leaving home 1/2 - 2 months	53,610	23.9	2.3578	126,403	22.6	4.5292	242,810	26.1
3) Before leaving home 2-4 months	42,000	18.7	2.5890	108,738	19.5	4.8341	203,030	21.8
4) Before leaving home 4-8 months	26,561	11.8	2.6702	70,923	12.7	4.5408	120,607	13.0
5) Before leaving home more than 8 months	29,631	13.2	2.5037	74,187	13.3	6.3833	189,141	20.3
6) While on this trip in Maritimes	7,036	3.1	2.8755	20,233	3.6	1.7669	12,433	1.3
7) While on this trip (outside Maritimes)	893	0.4	4.0458	3,612	0.6	1.1675	1,042	0.1
Sub-total	224,208	100.0	2.4891	558,086	100.0	4.1457	929,506	100.0
Non-response	962			1,963			3,087	
Total	225,170			560,049			932,594	

V. TIME OF LAST TRIP TO P.E.I.

Last Trip	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) In past 7 days	2,776	1.2	1.6587	4,605	0.8	1.4499	4,025	0.4
2) In past month	11,380	5.1	2.2141	25,196	4.5	3.0045	34,190	3.7
3) Earlier in 1991	31,097	13.9	2.1019	65,364	11.7	5.4133	168,340	18.1
4) In 1990	41,140	18.3	2.3870	98,202	17.6	6.1416	252,663	27.2
5) In 1989	18,037	8.0	2.9863	53,864	9.7	3.5018	63,163	6.8
6) In 1988	5,794	2.6	2.5911	15,012	2.7	3.6971	21,420	2.3
7) In 1987 or before	32,940	14.7	2.6104	85,987	15.4	4.2210	139,041	15.0
8) Never	81,061	36.2	2.5871	209,715	37.6	3.0436	246,716	26.5
Sub-total	224,225	100.0	2.4883	557,945	100.0	4.1456	929,559	100.0
Non-response	945			2,105			3,035	
Total	225,170			560,049			932,594	

W. PARTICIPATION IN ACTIVITIES IN P.E.I.

Activities	Participated Often	%	Participated Somewhat	%	Never Participated	%
1) Going to beach	54,628	24.3	60,665	26.9	64,440	28.6
2) Swimming	27,744	12.3	32,446	14.4	105,645	46.9
3) Windsurfing	680	0.3	338	0.2	157,811	70.1
4) Canoeing	859	0.4	1,615	0.7	156,487	69.5
5) Sailing	179	0.1	1,078	0.5	157,127	69.8
6) Power boating	1,610	0.7	2,160	1.0	155,531	69.1
7) Harbour cruises	1,525	0.7	3,667	1.6	153,690	68.3
8) Visiting museums etc.	46,777	20.8	62,117	27.6	69,878	31.0
9) Antiques/handcraft shopping	32,620	14.5	50,653	22.5	88,529	39.3
10) Shopping in general	41,539	18.4	77,294	34.3	62,746	27.9
11) Local events/festivals	15,874	7.0	35,460	15.7	112,815	50.1
12) Spectator sports event	3,432	1.5	9,558	4.2	146,945	65.3
13) Golfing	9,279	4.1	12,713	5.6	140,812	62.5
14) Bicycling	7,494	3.3	6,969	3.1	145,932	64.8
15) Hunting	1,637	0.7	4,329	1.9	152,282	67.6
16) Sightseeing in towns/city	100,676	44.7	54,912	24.4	36,965	16.4
17) Sightseeing outside towns	105,877	47.0	51,164	22.7	36,094	16.0
18) Organized tours of Island	5,202	2.3	8,367	3.7	146,464	65.0
19) Visiting natural park areas	62,838	27.9	52,996	23.5	63,015	28.0
20) Attending lobster suppers	26,947	12.0	41,255	18.3	102,797	45.7
21) Sampling other local cuisine	32,137	14.3	41,238	18.3	97,383	43.2
22) Attending live theatre	11,985	5.3	14,036	6.2	135,452	60.2
23) Photography	70,612	31.4	40,525	18.0	66,547	29.6
24) Attending horse races	3,783	1.7	5,820	2.6	149,614	66.4
25) Camping	40,222	17.9	9,590	4.3	113,986	50.6

X. LENGTH OF TRIP (BY ORIGIN)

Origin	Parties	%	Party Size	Total Persons	%	Travel Nights To Island Average	Travel Nights To Island Total	%	Travel Nights On Island Average	Travel Nights On Island Total	%	Estimated Nights From Island Average	Estimated Nights From Island Total	%	Estimated Total Trip Nights Average	Estimated Total Trip Nights Total	%
1) Nova Scotia	48,599	21.6	2.3834	115,831	20.7	0.2982	14,493	2.2	3.8935	189,219	20.3	0.1696	8,241	1.7	4.3613	211,952	10.3
2) New Brunswick	42,585	18.9	2.5929	110,416	19.8	0.1688	7,186	1.1	3.2149	136,907	14.7	0.4064	17,306	3.6	3.7901	161,399	7.8
3) Newfoundland	7,678	3.4	2.9910	22,963	4.1	2.1977	16,873	2.6	9.0036	69,125	7.4	2.5581	19,639	4.1	13.7594	105,638	5.1
4) Quebec	6,397	2.8	2.0405	13,053	2.3	2.0277	12,971	2.0	5.6819	36,347	3.9	1.7580	11,246	2.3	9.4676	60,563	2.9
5) Ontario	40,787	18.1	2.5973	105,935	19.0	3.0749	125,417	19.4	4.436	180,928	19.4	2.3682	96,590	20.0	9.8791	402,935	19.5
6) Other Canada	15,194	6.8	2.5037	38,041	6.8	7.1743	109,008	16.9	4.6186	70,177	7.5	6.1120	92,868	19.2	17.9050	272,052	13.2
7) New England	24,769	11.0	2.2956	56,860	10.2	2.4190	59,916	9.3	5.3331	132,098	14.2	2.1849	54,118	11.2	9.9370	246,133	11.9
8) Other U.S.A.	35,337	15.7	2.4805	87,652	15.7	7.8522	277,472	42.9	2.9103	102,841	11.0	4.7594	168,183	34.8	15.5219	548,496	26.6
9) Other countries	3,700	1.6	2.0590	7,618	1.4	6.2931	23,284	3.6	3.9308	14,544	1.6	3.9670	14,678	3.0	14.1909	52,506	2.6
Total	225,045	100.0	2.4811	558,370	100.0	2.8733	646,620	100.0	4.1422	932,184	100.0	2.1457	482,870	100.0	9.1612	2,061,674	100.0
Party Nights (#)							646,620			932,184			482,870			2,061,674	
Party Nights (%)								31.4			45.2			23.4			100.0

Y. IS THIS AN ISLAND PACKAGED VACATION?

Response	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) Yes	4,377	1.9	2.2826	9,991	1.8	3.8727	16,950	1.8
2) No	220,509	98.1	2.4916	549,408	98.2	4.1484	914,769	98.2
Sub-total	224,886	100.0	2.4875	559,399	100.0	4.1431	931,719	100.0
Non-response	284			650			874	
Total	225,170			560,049			932,594	

Z. IS THIS A HONEYMOON TRIP?

Response	Parties	%	Party Size	Total Persons	%	Average No. of Nights On Island	Party Nights	%
1) Yes	3,421	1.5	2.1043	7,199	1.3	3.7282	12,755	1.4
2) No	221,188	98.5	2.4948	551,827	98.7	4.1514	918,228	98.6
Sub-total	224,609	100.0	2.4889	559,026	100.0	4.1449	930,982	100.0
Non-response	561			1,023			1,611	
Total	225,170			560,049			932,594	

II. ACCOMMODATION INFORMATION

A. USE OF ACCOMMODATION

Accommodation	Parties	%	Party Size	Total Persons	%	Average No.Of Nights In Accommoation	Party Nights	%
1) Hotel/motel	78,268	34.8	2.4459	191,439	34.2	2.4910	194,968	20.4
2) Cabin/cottage	25,276	11.2	2.8438	71,882	12.8	5.1721	130,732	13.7
3) Bed & breakfast	14,068	6.2	2.4925	35,066	6.3	2.7373	38,509	4.0
4) Tourist home	843	0.4	2.2930	1,933	0.3	2.5560	2,154	0.2
5) Farm vacation home	17	0.0	2.0000	34	0.0	2.0000	34	0.0
6) Vacation home	4,822	2.1	2.0912	10,084	1.8	17.7073	85,391	9.0
7) Friends/relatives	46,067	20.5	2.1380	98,494	17.6	5.6417	259,897	27.3
8) Federal campground	6,977	3.1	2.7619	19,270	3.4	2.8851	20,130	2.1
9) Provincial campground	14,664	6.5	2.6225	38,456	6.9	2.8895	42,372	4.4
10) Commercial campground	29,125	12.9	2.8177	82,065	14.6	4.2220	122,964	12.9
11) Other accommodations	5,000	2.2	2.3540	11,771	2.1	11.2784	56,396	5.9

B. USE OF ACCOMMODATION (EXCLUSIVE STAY)

Accommodation	Parties	%	Party Size	Total Persons	%	Average No. of Nights In Accommodation	Party Nights	%
1) Hotel/motel	67,917	37.1	2.4182	164,237	36.2	2.5800	175,223	21.6
2) Cabin/cottage	21,556	11.8	2.8317	61,040	13.4	5.4047	116,504	14.4
3) Bed & breakfast	7,816	4.3	2.3347	18,247	4.0	3.3736	26,367	3.2
4) Tourist home	461	0.3	2.5469	1,173	0.3	3.3705	1,553	0.2
5) Farm vacation home	0	0.0	0.0000	0	0.0	0.0000	0	0.0
6) Vacation home	4,037	2.2	2.2076	8,913	2.0	10.1129	40,830	5.0
7) Friends/relatives	41,481	22.7	2.1298	88,346	19.4	5.8889	244,277	30.1
8) Federal campground	4,985	2.7	2.8516	14,214	3.1	2.9595	14,752	1.8
9) Provincial campground	7,474	4.1	2.7984	20,914	4.6	3.5927	26,851	3.3
10) Commercial campground	22,668	12.4	2.9235	66,270	14.6	4.8673	110,331	13.6
11) Other accommodations	4,556	2.5	2.4005	10,937	2.4	12.0733	55,008	6.8

C. PROVINCE/REGION OF ORIGIN (BY TYPE OF ACCOMMODATION)

Origin	Hotel/ Motel Parties	%	Cabin/ Cottage Parties	%	Bed & Breakfast Parties	%	Tourist Home Parties	%	Farm Vacation Parties	%	Vacation Home Parties	%	Friends & Relatives Parties	%	Federal Camp. Parties	%	Provincial Camp. Parties	%	Commercial Camp. Parties	%	Other Accomm. Parties	%	Total	%
1) Nova Scotia	14,337	18.3	6,164	24.4	1,030	7.3	46	5.5	0	0.0	1,283	26.6	13,964	30.4	818	11.7	2,363	16.1	5,797	19.9	1,147	22.9	46,948	20.9
2) New Brunswick	11,300	14.4	4,768	18.9	479	3.4	106	12.6	0	0.0	1,141	23.7	11,323	24.6	104	1.5	2,609	17.8	5,229	18.0	584	11.7	37,642	16.7
3) Newfoundland	2,179	2.8	1,768	7.0	416	3.0	0	0.0	0	0.0	18	0.4	1,697	3.7	35	0.5	399	2.7	745	2.6	832	16.6	8,089	3.6
4) Quebec	3,485	4.5	546	2.2	356	2.5	59	7.0	0	0.0	36	0.7	878	1.9	361	5.2	464	3.2	218	0.8	72	1.4	6,475	2.9
5) Ontario	16,515	21.1	4,926	19.5	3,288	23.4	101	12.0	0	0.0	698	14.5	10,922	23.7	1,462	21.0	1,397	9.5	3,621	12.4	304	6.1	43,234	19.2
6) Other Canada	4,933	6.3	1,698	6.7	1,448	10.3	369	43.7	0	0.0	130	2.7	2,893	6.3	719	10.3	1,478	10.1	3,379	11.6	724	14.5	17,771	7.9
7) New England	8,591	11.0	3,383	13.4	1,528	10.9	0	0.0	0	0.0	1,034	21.4	3,025	6.6	1,116	16.0	2,675	18.2	5,287	18.2	261	5.2	26,901	12.0
8) Other U.S.A.	16,187	20.7	1,821	7.2	3,606	25.6	146	17.3	17	100.0	461	9.6	1,089	2.4	2,321	33.3	1,694	11.6	4,439	15.3	842	16.8	32,622	14.5
9) Other Countries	722	0.9	203	0.8	1,918	13.6	16	1.9	0	0.0	23	0.5	209	0.5	40	0.6	1,585	10.8	371	1.3	235	4.7	5,322	2.4
Total	78,249	100.0	25,276	100.0	14,068	100.0	843	100.0	17	100.0	4,822	100.0	46,000	100.0	6,977	100.0	14,664	100.0	29,087	100.0	5,000	100.0	22,504	100.0

D. OCCUPATION OF RESPONDENT (BY TYPE OF ACCOMMODATION)

Occupation	Hotel/ Motel Parties	%	Cabin/ Cottage Parties	%	Bed & Breakfast Parties	%	Tourist Home Parties	%	Farm Vacation Parties	%	Vacation Home Parties	%	Friends & Relatives Parties	%	Federal Camp. Parties	%	Provincial Camp. Parties	%	Commercial Camp. Parties	%	Other Accomm. Parties	%	Total	%
1) Pro., tech & related worker	21,509	27.8	8,310	0.3	5,480	39.6	167	19.8	17	100.0	2,086	43.3	12,859	28.4	4,091	60.3	3,966	27.0	6,233	21.5	2,193	43.8	66,911	0.0
2) Farmer & farm manager	1,079	1.4	606	0.0	157	1.1	0	0.0	0	0.0	0	0.0	1,463	3.2	21	0.3	300	2.0	351	1.2	0	0.0	3,976	1.8
3) Manager, official & proprietor	8,685	11.2	3,159	0.1	1,061	7.7	59	7.0	0	0.0	630	13.1	3,173	7.0	268	3.9	408	2.8	3,563	12.3	778	15.6	21,784	9.8
4) Clerical & related worker	3,355	4.3	994	0.0	279	2.0	14	1.6	0	0.0	118	2.4	1,862	4.1	68	1.0	631	4.3	1,354	4.7	24	0.5	8,698	3.9
5) Sales worker	6,997	9.1	666	0.0	583	4.2	0	0.0	0	0.0	36	0.7	2,773	6.1	298	4.4	348	2.4	631	2.2	0	0.0	12,331	5.5
6) Craftsman, foreman,etc	3,095	4.0	2,962	0.1	175	1.3	146	17.3	0	0.0	124	2.6	2,944	6.5	210	3.1	1,291	8.8	2,990	10.3	49	1.0	13,987	6.3
7) Operative & related worker	928	1.2	486	0.0	0	0.0	54	6.4	0	0.0	86	1.8	789	1.7	230	3.4	133	0.9	876	3.0	0	0.0	3,583	1.6
8) Private household worker	253	0.3	21	0.0	0	0.0	0	0.0	0	0.0	21	0.4	21	0.0	54	0.8	0	0.0	0	0.0	0	0.0	370	0.2
9) Service worker except household	3,421	4.4	2,458	0.1	700	5.1	0	0.0	0	0.0	46	1.0	3,103	6.8	47	0.7	1,331	9.1	1,817	6.3	0	0.0	12,924	5.8
10) Farm labourer / farm foreman	52	0.1	89	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	141	0.1
11) Labourer except farm & mine	5,086	6.6	1,013	0.0	812	5.9	306	36.3	0	0.0	67	1.4	2,020	4.5	230	3.4	1,821	12.4	1,735	6.0	107	2.1	13,196	5.9
12) Student	2,071	2.7	551	0.0	505	3.6	46	5.4	0	0.0	129	2.7	1,316	2.9	328	4.8	2,049	14.0	707	2.4	571	11.4	8,273	3.7
13) Housewife	2,069	2.7	449	0.0	582	4.2	0	0.0	0	0.0	389	8.1	2,431	5.4	64	0.9	106	0.7	199	0.7	0	0	6,288	2.8
14) Retiree	16,617	21.5	2,878	0.1	3,432	24.8	33	3.9	0	0.0	1,031	21.4	8,583	18.9	691	10.2	1,786	12.2	7,397	25.5	1,279	25.6	43,727	19.6
15) Military	692	0.9	230	0.0	32	0.2	0	0.0	0	0.0	43	0.9	1,264	2.8	0	0.0	291	2.0	0	0.0	0	0.0	2,553	1.1
16) Unemployed	1,005	1.3	175	0.0	19	0.1	0	0.0	0	0.0	17	0.4	708	1.6	185	2.7	66	0.5	1,058	3.6	0	0.0	3,234	1.5
17) Other	316	0.4	141	0.0	37	0.3	20	2.4	0	0.0	0	0.0	38	0.1	0	0.0	138	0.9	138	0.5	0	0.0	828	0.4
Total	77,230	100.0	25,191	100.0	13,855	100.0	843	100.0	17	100.0	4,822	100.0	45,346	100.0	6,785	100.0	14,664	100.0	29,050	100.0	5,000	100.0	222,803	100.0

E. PURPOSE OF TRIP (BY TYPE OF ACCOMMODATION)

Purpose	Hotel/ Motel Parties	%	Cabin/ Cottage Parties	%	Bed & Breakfast Parties	%	Tourist Home Parties	%	Farm Vacation Parties	%	Vacation Home Parties	%	Friends & Relatives Parties	%	Federal Camp. Parties	%	Provincial Camp. Parties	%	Commercial Camp. Parties	%	Other Accomm. Parties	%	Total Parties	%
1) Convention/ conference	2,183	2.8	20	0.1	78	0.6	0	0.0	0	0.0	0	0.0	464	1.0	66	0.9	66	0.5	34	0.1	243	4.9	3,155	1.4
2) Meetings, other business	13,302	17.0	247	1.0	611	4.4	25	2.9	0	0.0	290	6.0	1,662	3.6	5	0.1	189	1.3	0	0.0	220	4.4	16,551	7.4
3) Shopping	265	0.3	18	0.1	0	0.0	33	3.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	48	0.2	0	0.0	363	0.2
4) Sightseeing	48,488	62.1	18,404	72.8	10,202	72.8	606	71.9	17	100.0	926	19.2	3,618	7.9	6,432	92.2	12,851	87.6	23,303	80.0	1,353	27.1	126,201	56.1
5) Outdoor recreation sport	1,817	2.3	769	3.0	594	4.2	166	19.7	0	0.0	621	12.9	398	0.9	233	3.3	372	2.5	1,055	3.6	54	1.1	6,078	2.7
6) Personal affairs	1,864	2.4	204	0.8	1,142	8.2	0	0.0	0	0.0	490	10.2	1,426	3.1	0	0.0	0	0.0	0	0.0	74	1.5	5,200	2.3
7) Visiting friends & relatives	4,276	5.5	4,234	16.7	588	4.2	0	0.0	0	0.0	945	19.6	33,797	73.4	165	2.4	367	2.5	2,306	7.9	700	14.0	47,377	21.1
8) Commuting	56	0.1	0	0.0	0	13.62	14	0.0	0	0.0	10	0.2	42	0.0	0	0.0	0	0.0	0	0.0	1	1.0	171	0.1
9) To Magdalen Islands	218	0.3	0	0.0	86	0.6	0	0.0	0	0.0	0	0.0	100	0.2	0	0.0	0	0.0	0	0.0	0	0.0	404	0.2
10) Other	5,648	7.2	1,382	5.5	703	5.0	0	0.0	0	0.0	1,540	31.9	4,560	9.9	76	1.1	818	5.6	2,378	8.2	2,307	46.1	19,413	8.6
Total	78,118	100.0	25,276	100.0	14,004	100.0	843	100.0	17	100.0	4,822	100.0	46,067	100.0	6,977	100.0	14,664	100.0	29,125	100.0	5,000	100.0	224,914	100.0

F. EDUCATION OF RESPONDENT (BY TYPE OF ACCOMMODATION)

Level Of Education	Hotel/ Motel Parties	%	Cabin/ Cottage Parties	%	Bed & Breakfast Parties	%	Tourist Home Parties	%	Farm Vacation Parties	%	Vacation Home Parties	%	Friends & Relatives Parties	%	Federal Camp. Parties	%	Provincial Camp. Parties	%	Commercial Camp. Parties	%	Other Accomm. Parties	%	Total Parties	%
1) Elementary	243	0.3	0	0.0	0	0.0	0	0.0	0	0.0	106	2.2	1,020	2.3	0	0.0	119	0.8	580	2.0	59	1.2	2,127	1.0
2) Secondary - partial	3,579	4.7	975	0.0	259	1.9	0	0.0	0	0.0	163	3.5	1,766	3.9	118	1.7	225	1.6	2,469	8.6	596	11.9	10,150	4.6
3) Secondary - completed	15,275	20.0	3,603	0.1	2,056	14.9	306	36.3	0	0.0	806	17.0	9,960	22.0	413	5.9	2,502	17.4	5,742	19.9	321	6.4	40,983	18.5
4) Post secondary partial	2,702	3.5	401	0.0	202	1.5	0	0.0	0	0.0	142	3.0	1,250	2.8	496	7.1	583	4.1	1,502	5.2	15	0.3	7,292	3.3
5) Post secondary completed	16,745	21.9	9,064	0.4	3,112	22.6	120	14.2	0	0.0	737	15.6	12,542	27.7	1,334	19.1	4,087	28.5	9,445	32.8	877	17.5	58,063	26.2
6) University - partial	2,530	3.3	1,043	0.0	521	3.8	20	2.4	0	0.0	126	2.7	1,690	3.7	399	5.7	1,990	13.9	775	2.7	472	9.4	9,565	4.3
7) University - completed	35,383	46.3	10,028	0.4	7,603	55.3	397	47.1	17	100.0	2,656	56.1	16,977	37.6	4,219	60.5	4,839	33.7	8,278	28.8	2,662	53.2	93,057	42.1
Total	76,456	100.0	25,114	100.0	13,752	100.0	843	100.0	17	100.0	4,737	100.0	45,205	100.0	6,977	100.0	14,345	100.0	28,791	100.0	5,000	100.0	221,238	100.0

III. REGIONAL INFORMATION

A. REGIONS TRAVELLED THROUGH

Region	Parties	%	Party Size	Total Persons	%	Average No.Of Nights On Island	Party Nights	%
1) West Prince	35,183	15.6	2.4045	84,596	15.1	5.8281	205,049	22.0
2) Evangeline	18,190	8.1	2.4052	43,749	7.8	4.6931	85,366	9.2
3) Summerside	70,810	31.4	2.3900	169,240	30.2	4.8780	345,414	37.0
4) Kensington	53,083	23.6	2.3686	125,733	22.5	4.7339	251,286	26.9
5) New London	50,395	22.4	2.4791	124,935	22.3	5.4089	272,582	29.2
6) Cavendish	113,431	50.4	2.6686	302,702	54.0	4.9132	557,307	59.8
7) Brackley/Stanhope/Dalvay	67,849	30.1	2.5492	172,958	30.9	5.4459	369,499	39.6
8) South Shore	52,077	23.1	2.3861	124,259	22.2	4.4472	231,598	24.8
9) Charlottetown	145,696	64.7	2.4302	354,063	63.2	4.2823	623,910	66.9
10) Southeastern Kings	66,536	29.5	2.3894	158,983	28.4	4.4503	296,108	31.8
11) Eastern Kings	35,531	15.8	2.2910	81,403	14.5	5.9802	212,487	22.8

B. REGIONS STAYED OVERNIGHT

Region	Parties	%	Party Size	Total Persons	%	Average No.Of Nights In Region	Party Nights	%
1) West Prince	19,855	8.8	2.3378	46,418	8.3	4.5499	90,340	9.7
2) Evangeline	2,426	1.1	1.8835	4,569	0.8	5.1734	12,550	1.3
3) Summerside	30,562	13.6	2.4569	75,090	13.4	2.4472	74,791	8.0
4) Kensington	5,252	2.3	2.1710	11,403	2.0	2.8908	15,183	1.6
5) New London	2,581	1.1	2.1584	5,571	1.0	1.9560	5,049	0.5
6) Cavendish	54,871	24.4	2.8744	157,723	28.2	4.0725	223,460	24.0
7) Brackley/Stanhope/Dalvay	19,707	8.8	2.5611	50,471	9.0	5.3500	105,432	11.3
8) South Shore	9,748	4.3	2.2744	22,171	4.0	5.1530	50,232	5.4
9) Charlottetown	80,912	35.9	2.3551	190,559	34.0	2.9885	241,809	25.9
10) Southeastern Kings	19,060	8.5	2.4359	46,429	8.3	4.0604	77,392	8.3
11) Eastern Kings	12,897	5.7	2.3185	29,902	5.3	4.3383	55,950	6.0

C. REGIONS STAYED OVERNIGHT (EXCLUSIVE STAY)

ORIGIN	Parties	%	Party Size	Total Persons	%	Average No.Of Nights In Region	Party Nights	%
1) West Prince	9,117	4.0	2.3088	21,050	3.8	7.1576	65,256	7.0
2) Evangeline	854	0.4	2.3638	2,020	0.4	2.8941	2,473	0.3
3) Summerside	16,201	7.2	2.4757	40,107	7.2	2.6755	43,344	4.6
4) Kensington	2,996	1.3	2.1673	6,494	1.2	3.6993	11,084	1.2
5) New London	1,281	0.6	2.3308	2,985	0.5	2.8618	3,665	0.4
6) Cavendish	36,967	16.4	2.9452	108,878	19.4	4.9941	184,620	19.8
7) Brackley/Stanhope/Dalvay	13,773	6.1	2.5950	35,741	6.4	6.7716	93,264	10.0
8) South Shore	6,571	2.9	2.2189	14,580	2.6	6.3739	41,881	4.5
9) Charlottetown	59,533	26.4	2.3106	137,558	24.6	3.4221	203,731	21.8
10) Southeastern Kings	11,288	5.0	2.3929	27,012	4.8	4.8831	55,123	5.9
11) Eastern Kings	4,982	2.2	2.1601	10,761	1.9	4.8458	24,140	2.6

D. PARTICIPATED IN AN ACTIVITY IN REGION(DID NOT STAY OVERNIGHT)

Region	Parties	%	Party Size	Total Persons	%	Average No.Of Nights On Island	Party Nights	%
1) West Prince	8,708	3.9	2.4858	21,646	3.9	7.5854	66,050	7.1
2) Evangeline	9,043	4.0	2.4893	22,511	4.0	4.6609	42,149	4.5
3) Summerside	26,037	11.6	2.4226	63,077	11.3	6.4762	168,623	18.1
4) Kensington	26,728	11.9	2.4797	66,277	11.8	4.8588	129,863	13.9
5) New London	31,391	13.9	2.4918	78,220	14.0	6.2771	197,043	21.1
6) Cavendish	47,893	21.3	2.5125	120,331	21.5	5.0368	241,228	25.9
7) Brackley/Stanhope/Dalvay	37,148	16.5	2.5648	95,277	17.0	5.5699	206,907	22.2
8) South Shore	28,097	12.5	2.4496	68,827	12.3	4.2285	118,808	12.7
9) Charlottetown	55,354	24.6	2.5505	141,183	25.2	5.1857	287,051	30.8
10) Southeastern Kings	36,244	16.1	2.4249	87,888	15.7	3.9739	144,028	15.4
11) Eastern Kings	14,110	6.3	2.3172	32,695	5.8	7.5344	106,307	11.4

E. REGIONS PASSED THROUGH

Region	Parties	%	Party Size	Total Persons	%	Average No.Of Nights On Island	Party Nights	%
1) West Prince	6,380	2.8	2.4872	15,869	2.8	3.7734	24,075	2.6
2) Evangeline	6,569	2.9	2.4939	16,382	2.9	3.9088	25,677	2.8
3) Summerside	14,337	6.4	2.2450	32,185	5.7	5.2725	75,590	8.1
4) Kensington	21,103	9.4	2.2771	48,054	8.6	4.8065	101,430	10.9
5) New London	16,691	7.4	2.5048	41,809	7.5	4.1011	68,452	7.3
6) Cavendish	11,492	5.1	2.3713	27,251	4.9	5.3393	61,360	6.6
7) Brackley/Stanhope/Dalvay	11,007	4.9	2.5116	27,645	4.9	3.5702	39,296	4.2
8) South Shore	14,754	6.6	2.3621	34,851	6.2	3.9323	58,017	6.2
9) Charlottetown	10,622	4.7	2.3847	25,329	4.5	4.5979	48,838	5.2
10) Southeastern Kings	11,468	5.1	2.1932	25,152	4.5	4.1277	47,338	5.1
11) Eastern Kings	8,443	3.7	2.1726	18,343	3.3	3.9473	33,326	3.6

F. REGIONS TRAVELLED THROUGH (BY ORIGIN)

Region	N.S. Parties	%	N.B. Parties	%	Nfld. Parties	%	Quebec Parties	%	Ontario Parties	%	Other Canada Parties	%	New England Parties	%	Other U.S.A Parties	%	Other Countries Parties	%	Total Parties	%
1) West Prince	3,753	7.7	3,731	8.8	1,107	14.4	1,252	19.6	8,192	20.1	2,062	13.6	6,395	25.8	6,794	19.2	1,882	50.9	35,169	15.6
2) Evangeline	1,079	2.2	1,424	3.3	182	2.4	1,379	21.6	3,674	9.0	1,853	12.2	2,719	11.0	4,027	11.4	1,839	49.7	18,176	8.1
3) Summerside	11,611	23.9	6,858	16.1	2,710	35.3	2,675	41.8	16,138	39.6	5,119	33.7	9,966	40.2	13,378	37.9	2,318	62.6	70,773	31.4
4) Kensington	6,465	13.3	2,991	7.0	2,268	29.5	2,187	34.2	10,465	25.7	6,202	40.8	6,936	28.0	12,921	36.6	2,610	70.6	53,045	23.6
5) New London	5,014	10.3	3,847	9.0	3,170	41.3	1,795	28.1	10,474	25.7	5,176	34.1	7,640	30.8	10,926	30.9	2,317	62.6	50,358	22.4
6) Cavendish	17,683	36.4	11,941	28.0	5,604	73.0	2,889	45.2	23,817	58.4	9,963	65.6	15,842	64.0	22,405	63.4	3,236	87.5	113,379	50.4
7) Brackley/Stanhope/ Dalvay	10,009	20.6	7,146	16.8	4,290	55.9	2,660	41.6	13,162	32.3	6,058	39.9	9,256	37.4	12,735	36	2,510	67.9	67,825	30.1
8) South Shore	6,291	12.9	2,684	6.3	1,828	23.8	2,205	34.5	12,079	29.6	4,999	32.9	7,692	31.1	11,706	33.1	2,550	68.9	52,035	23.1
9) Charlottetown	31,757	65.3	17,931	42.1	6,112	79.6	5,080	79.4	28,941	71.0	11,547	76.0	14,695	59.3	25,994	73.6	3,515	95.0	145,571	64.7
10) Southeastern Kings	16,894	34.8	5,675	13.3	2,147	28.0	2,148	33.6	11,051	27.1	5,190	34.2	9,666	39.0	11,372	32.2	2,350	63.5	66,494	29.5
11) Eastern Kings	5,247	10.8	2,305	5.4	2,403	31.3	1,752	27.4	6,638	16.3	3,765	24.8	4,793	19.4	6,785	19.2	1,843	49.8	35,531	15.8

G. REGIONS STAYED OVERNIGHT (BY ORIGIN)

DESCN	N.S. Parties	%	N.B. Parties	%	Nfld. Parties	%	Quebec Parties	%	Ontario Parties	%	Other Canada Parties	%	New England Parties	%	Other U.S.A Parties	%	Other Countries Parties	%	Total Parties	%
1) West Prince	3,214	6.6	2,680	6.3	157	2.0	642	10.0	4,863	11.9	761	5.0	3,956	16.0	2,375	6.7	1,447	39.1	20,095	8.9
2) Evangeline	397	0.8	610	1.4	0	0.0	437	6.8	147	0.4	410	2.7	299	1.2	212	0.6	66	1.8	2,577	1.1
3) Summerside	6,145	12.6	3,667	8.6	544	7.1	775	12.1	7,099	17.4	1,724	11.3	4,759	19.2	5,485	15.5	225	6.1	30,422	13.5
4) Kensington	573	1.2	345	0.8	63	0.8	156	2.4	477	1.2	987	6.5	25	0.1	2,578	7.3	24	0.7	5,229	2.3
5) New London	43	0.1	1,023	2.4	70	0.9	66	1.0	568	1.4	161	1.1	82	0.3	300	0.9	0	0.0	2,313	1.0
6) Cavendish	8,942	18.4	8,439	19.8	2,747	35.8	970	15.2	10,892	26.7	4,517	29.7	7,071	28.5	8,546	24.2	1,923	52.0	54,046	24.0
7) Brackley/Stanhope/ Dalvay	3,184	6.6	4,370	10.3	1,064	13.9	962	15.0	2,537	6.2	2,237	14.7	2,899	11.7	2,282	6.5	160	4.3	19,694	8.8
8) South Shore	2,664	5.5	431	1.0	141	1.8	155	2.4	1,745	4.3	841	5.5	1,894	7.6	1,053	3.0	297	8.0	9,221	4.1
9) Charlottetown	19,307	39.7	12,905	30.3	2,035	26.5	2,328	36.4	16,683	40.9	7,437	48.9	6,510	26.3	11,334	32.1	1,099	29.7	79,638	35.4
10) Southeastern Kings	3,550	7.3	4,403	10.3	300	3.9	190	3.0	2,514	6.2	945	6.2	3,264	13.2	2,175	6.2	1,484	40.1	18,824	8.4
11) Eastern Kings	2,070	4.3	1,580	3.7	1,221	15.9	468	7.3	2,409	5.9	1,953	12.9	1,062	4.3	1,939	5.5	278	7.5	12,979	5.8

H. REGIONS STAYED OVERNIGHT (EXCLUSIVE STAY BY ORIGIN)

Region	N.S. Parties	%	N.B. Parties	%	Nfld. Parties	%	Quebec Parties	%	Ontario Parties	%	Other Canada Parties	%	New England Parties	%	Other U.S.A Parties	%	Other Countries Parties	%	Total Parties	%
1) West Prince	2,337	4.8	1,956	4.6	36	0.5	69	1.1	2,323	5.7	116	0.8	1,442	5.8	818	2.3	19	0.5	9,117	4.1
2) Evangeline	14	0.0	610	1.4	0	0.0	0	0.0	85	0.2	36	0.2	32	0.1	77	0.2	0	0.0	854	0.4
3) Summerside	4,262	8.8	2,447	5.7	310	4.0	248	3.9	2,532	6.2	539	3.5	2,105	8.5	3,532	10.0	75	2.0	16,051	7.1
4) Kensington	471	1.0	301	0.7	63	0.8	14	0.2	328	0.8	871	5.7	0	0.0	790	2.2	0	0.0	2,838	1.3
5) New London	43	0.1	147	0.3	70	0.9	43	0.7	457	1.1	54	0.4	35	0.1	300	0.9	0	0.0	1,147	0.5
6) Cavendish	7,374	15.2	7,900	18.6	2,047	26.7	644	10.1	5,976	14.7	2,398	15.8	3,411	13.8	6,442	18.2	255	6.9	36,446	16.2
7) Brackley/Stanhope/ Dalvay	2,960	6.1	3,757	8.8	885	11.5	366	5.7	1,439	3.5	753	5.0	1,955	7.9	1,572	4.5	28	0.8	13,716	6.1
8) South Shore	2,347	4.8	193	0.5	77	1.0	102	1.6	1,213	3.0	276	1.8	1,441	5.8	444	1.3	144	3.9	6,238	2.8
9) Charlottetown	16,168	33.3	10,529	24.7	1,593	20.7	1,998	31.2	10,425	25.6	4,279	28.2	3,937	15.9	8,974	25.4	642	17.3	58,543	26.0
10) Southeastern Kings	2,283	4.7	4,378	10.3	159	2.1	70	1.1	1,479	3.6	297	2.0	1,257	5.1	1,107	3.1	49	1.3	11,080	4.9
11) Eastern Kings	1,175	2.4	597	1.4	649	8.5	164	2.6	944	2.3	332	2.2	515	2.1	340	1.0	184	5.0	4,900	2.2

I. REGIONS TRAVELLED THROUGH (BY PURPOSE OF TRIP)

Region	Convention & Conferences Parties	%	Meetings & Other Bus. Parties	%	Shopping Parties	%	Sightseeing Parties	%	Recreation Sport Parties	%	Personal Affairs Parties	%	Friends & Relatives Parties	%	To Magdalen Islands Parties	%	Other Parties	%	Total Parties	%
1) West Prince	442	13.9	1,512	7.4	70	18.2	22,221	18.3	583	10.3	627	10.5	6,667	14.5	65	6.6	2,900	14.0	35,086	15.6
2) Evangeline	194	6.1	1,095	5.3	0	0.0	12,922	10.7	367	6.5	538	9.0	1,614	3.5	0	0.0	1,389	6.7	18,119	8.1
3) Summerside	764	24.1	6,055	29.5	135	35.5	42,974	35.4	989	17.6	1,874	31.3	12,546	27.2	0	0.0	5,361	25.9	70,699	31.5
4) Kensington	589	18.6	3,343	16.3	135	35.5	37,555	31.0	908	16.1	1,380	23.0	6,535	14.2	0	0.0	2,516	12.1	52,962	23.6
5) New London	669	21.1	1,630	7.9	66	17.3	38,210	31.5	1,292	23.0	1,182	19.7	4,953	10.8	0	0.0	2,313	11.2	50,315	22.4
6) Cavendish	997	31.4	3,662	17.8	251	65.8	81,829	67.5	2,856	50.7	1,874	31.3	15,152	32.9	0	0.0	6,639	32.0	113,261	50.4
7) Brackley/Stanhope/ Dalvay	547	17.2	1,785	8.7	66	17.3	49,232	40.6	1,711	30.4	1,214	20.3	9,116	19.8	0	0.0	4,027	19.4	67,698	30.1
8) South Shore	310	9.8	2,403	11.7	66	17.3	35,858	29.6	1,187	21.1	2,023	33.7	8,027	17.4	54	5.5	2,077	10.0	52,004	23.1
9) Charlottetown	2,617	82.4	15,822	77.0	363	95.2	79,440	65.5	4,274	75.9	4,338	72.3	28,158	61.1	574	58.9	9,766	47.1	145,351	64.7
10) Southeastern Kings	627	19.7	5,125	24.9	196	51.4	36,860	30.4	2,428	43.1	2,737	45.6	14,574	31.6	364	37.3	3,439	16.6	66,348	29.5
11) Eastern Kings	232	7.3	1,700	8.3	48	12.6	21,501	17.7	828	14.7	1,296	21.6	6,889	15.0	622	63.8	2,305	11.1	35,421	15.8

J. REGIONS STAYED OVERNIGHT (BY PURPOSE OF TRIP)

Region	Convention & Conferences Parties	%	Meetings & Other Bus. Parties	%	Shopping Parties	%	Sightseeing Parties	%	Recreation Sport Parties	%	Personal Affairs Parties	%	Friends & Relatives Parties	%	To Magdalen Islands Parties	%	Other Parties	%	Total Parties	%
1) West Prince	398	12.5	758	3.7	70	18.2	10,885	9.0	428	7.6	532	8.9	5,306	11.5	65	6.6	1,653	8.0	20,095	8.9
2) Evangeline	121	3.8	409	2.0	0	0.0	1,061	0.9	0	0.0	125	2.1	99	0.2	0	0.0	762	3.7	2,577	1.1
3) Summerside	246	7.8	3,112	15.1	70	18.2	16,412	13.5	192	3.4	416	6.9	7,083	15.4	0	0.0	2,851	13.8	30,382	13.5
4) Kensington	0	0.0	17	0.1	0	0.0	3,895	3.2	139	2.5	0	0.0	906	2.0	0	0.0	297	1.4	5,252	2.3
5) New London	0	0.0	23	0.1	0	0.0	1,741	1.4	66	1.2	182	3.0	279	0.6	0	0.0	22	0.1	2,313	1.0
6) Cavendish	87	2.7	326	1.6	18	4.7	43,430	35.8	1,345	23.9	404	6.7	4,950	10.7	0	0.0	3,460	16.7	54,021	24.0
7) Brackley/Stanhope/ Dalvay	31	1.0	331	1.6	0	0.0	13,591	11.2	1,178	20.9	592	9.9	1,574	3.4	0	0.0	2,317	11.2	19,614	8.7
8) South Shore	12	0.4	135	0.7	0	0.0	4,491	3.7	478	8.5	375	6.3	2,864	6.2	0	0.0	853	4.1	9,207	4.1
9) Charlottetown	2,405	75.7	12,657	61.6	345	90.5	36,884	30.4	2,238	39.8	1,371	22.9	17,000	36.9	100	10.3	6,466	31.2	79,467	35.4
10) Southeastern Kings	36	1.1	902	4.4	0	0.0	8,890	7.3	703	12.5	1,149	19.2	5,617	12.2	64	6.6	1,463	7.1	18,824	8.4
11) Eastern Kings	60	1.9	211	1.0	0	0.0	7,309	6.0	669	11.9	600	10.0	3,436	7.5	127	13.0	566	2.7	12,979	5.8

K. REGIONS STAYED OVERNIGHT (EXCLUSIVE STAY BY PURPOSE OF TRIP)

Region	Convention & Conferences Parties	%	Meetings & Other Bus. Parties	%	Shopping Parties	%	Sightseeing Parties	%	Recreation Sport Parties	%	Personal Affairs Parties	%	Friends & Relatives Parties	%	To Magdalen Islands Parties	%	Other Parties	%	Total Parties	%
1) West Prince	332	10.4	395	1.9	0	0.0	2,733	2.3	323	5.7	221	3.7	3,701	8.0	0	0.0	1,412	6.8	9,117	4.1
2) Evangeline	0	0.0	26	0.1	0	0.0	126	0.1	0	0.0	125	2.1	82	0.2	0	0.0	496	2.4	854	0.4
3) Summerside	178	5.6	1,236	6.0	0	0.0	6,800	5.6	0	0.0	217	3.6	5,451	11.8	0	0.0	2,184	10.5	16,065	7.1
4) Kensington	0	0.0	17	0.1	0	0.0	1,667	1.4	0	0.0	0	0.0	881	1.9	0	0.0	297	1.4	2,862	1.3
5) New London	0	0.0	23	0.1	0	0.0	661	0.5	43	0.8	135	2.2	265	0.6	0	0.0	22	0.1	1,147	0.5
6) Cavendish	8	0.2	112	0.5	18	4.7	28,883	23.8	744	13.2	339	5.7	4,019	8.7	0	0.0	2,314	11.2	36,436	16.2
7) Brackley/Stanhope/ Dalvay	0	0.0	267	1.3	0	0.0	8,983	7.4	733	13.0	465	7.8	1,194	2.6	0	0.0	1,994	9.6	13,635	6.1
8) South Shore	12	0.4	96	0.5	0	0.0	2,287	1.9	194	3.4	237	3.9	2,605	5.7	0	0.0	793	3.8	6,224	2.8
9) Charlottetown	2,172	68.4	10,820	52.7	276	72.3	23,479	19.4	1,716	30.5	1,180	19.7	13,904	30.2	36	3.7	4,860	23.4	58,443	26.0
10) Southeastern Kings	0	0.0	801	3.9	0	0.0	3,763	3.1	292	5.2	376	6.3	4,677	10.2	64	6.6	1,106	5.3	11,080	4.9
11) Eastern Kings	26	0.8	137	0.7	0	0.0	1,946	1.6	403	7.1	473	7.9	1,668	3.6	127	13.0	120	0.6	4,900	2.2

IV. EXPENDITURE INFORMATION

A. EXPENDITURES IN GENERAL

Expenditure Catagory	Total Expenditures	Average Per Party Per Trip	Average Per Party Per Day	Average Per Person Per Day
1) Gas and oil	$ 7,916,865	$ 35.16	$ 6.84	$ 2.84
2) Auto repairs & maintenance	2,360,633	10.48	2.04	0.85
3) Meals, beverages in restaurants	20,851,702	92.60	18.01	7.49
4) Alcoholic beverages	2,788,656	12.38	2.41	1.00
5) Food, beverages in stores	6,104,352	27.11	5.27	2.19
6) Accommodations	24,730,998	109.83	21.36	8.88
7) Recreation & entertainment	7,399,126	32.86	6.39	2.66
8) Handcrafts & related merchandise	4,233,721	18.80	3.66	1.52
9) Other under $250	5,012,612	22.26	4.33	1.80
10) Other over $250	1,686,614	7.49	1.46	0.61
11) Total excluding expenses over $250	81,398,665	361.48	70.31	29.23
12) Total including expenses over $250	83,085,279	368.97	71.77	29.84

B. EXPENDITURES BY ORIGIN

1) TOTAL EXPENDITURES ON ISLAND

Origin	Parties	Gas And Oil	Auto Repairs & Maintenance	Total Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Excluding Expenses Over $250	Including Expenses Over $250
1) Nova Scotia	48,599	$1,474,485	$124,283	$3,536,297	$559,791	$1,261,040	$4,126,300	$1,885,625	$ 364,845	$1,086,021	$291,195	$14,418,687	$14,709,882
2) New Brunswick	42,585	895,030	52,160	2,716,097	643,335	800,363	2,871,717	1,222,304	273,143	961,481	582,575	10,435,630	11,018,205
3) Newfoundland	7,678	402,047	74,696	1,040,086	250,524	633,640	1,395,907	652,293	242,456	296,214	139,923	4,987,863	5,127,786
4) Quebec	6,397	206,295	144,333	769,594	75,735	200,137	948,734	153,609	196,659	52,508	0	2,747,604	2,747,604
5) Ontario	40,787	1,383,375	950,492	4,427,247	651,705	1,468,745	5,449,330	1,636,127	1,318,398	1,042,034	516,673	18,327,453	18,844,126
6) Other Canada	15,194	592,082	413,083	1,847,596	292,771	290,051	2,010,067	651,391	596,169	356,162	65,423	7,049,372	7,114,795
7) New England	24,769	1,299,234	151,290	2,682,143	188,056	700,527	3,048,960	532,038	443112	451,355	0	9,496,715	9,496,715
8) Other U.S.A.	35,337	1,499,851	372,378	3,523,535	108,354	645,471	4,420,316	600,657	724,721	758,463	90,825	12,653,746	12,744,571
9) Other countries	3,700	147,409	77,919	289,319	18,385	104,378	434,662	63,584	67,859	8,374	0	1,211,889	1,211,889

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Origin	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Nova Scotia	48,599	$30.34	$ 2.56	$ 72.77	$11.52	$25.95	$ 84.91	$38.80	$ 7.51	$22.35	$ 5.99	$296.71	$302.70
2) New Brunswick	42,585	21.02	1.22	63.78	15.11	18.79	67.44	28.70	6.41	22.58	13.68	245.05	258 73
3) Newfoundland	7,678	52.37	9.73	135.47	32.63	82.53	181.82	84.96	31.58	38.58	18.23	649.67	667.90
4) Quebec	6,397	32.25	22.56	120.31	11.84	31.29	148.31	24.01	30.74	8.21	0.00	429.52	429.52
5) Ontario	40,787	33.92	23.30	106.55	15.98	36.01	133.61	40.11	32.32	25.55	12.67	449.35	462.02
6) Other Canada	15,194	38.97	27.19	121.60	19.27	19.09	132.29	42.87	39.24	23.44	4.31	463.96	468.27
7) New England	24,769	52.45	6.11	108.28	7.59	28.28	123.09	21.48	17.89	18.22	0.00	383.39	383.39
8) Other U.S.A.	35,337	42.44	10.54	99.71	3.07	18.27	125.09	17.00	20.51	21.46	2.57	358.09	360.66
9) Other countries	3,700	39.84	21.06	78.20	4.97	28.21	117.48	17.18	18.34	2.26	0.00	327.54	327.54

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Origin	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Nova Scotia	48,599	$ 6.20	$0.52	$14.87	$2.35	$5.30	$17.35	$7.93	$1.53	$4.57	$1.22	$60.62	$61.84
2) New Brunswick	42,585	4.99	0.29	15.13	3.58	4.46	16.00	6.81	1.52	5.36	3.25	58.14	61.39
3) Newfoundland	7,678	5.23	0.97	13.54	3.26	8.25	18.18	8.49	3.16	3.86	1.82	64.94	66.76
4) Quebec	6,397	4.83	3.38	18.00	1.77	4.68	22.20	3.59	4.60	1.23	0.00	64.28	64.28
5) Ontario	40,787	6.24	4.29	19.97	2.94	6.62	24.58	7.38	5.95	4.70	2.33	82.67	85.00
6) Other Canada	15,194	6.94	4.84	21.64	3.43	3.40	23.55	7.63	6.98	4.17	0.77	82.58	83.35
7) New England	24,769	8.28	0.96	17.10	1.20	4.47	19.44	3.39	2.82	2.88	0.00	60.54	60.54
8) Other U.S.A.	35,337	10.85	2.69	25.50	0.78	4.67	31.99	4.35	5.24	5.49	0.66	91.56	92.22
9) Other countries	3,700	8.08	4.27	15.86	1.01	5.72	23.83	3.49	3.72	0.46	0.00	66.44	66.44

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Origin	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Nova Scotia	48,599	$2.43	$0.20	$ 5.83	$0.92	$2.08	$ 6.80	$3.11	$0.60	$1.79	$0.48	$23.76	$24.24
2) New Brunswick	42,585	1.99	0.12	6.02	1.43	1.78	6.37	2.71	0.61	2.13	1.29	23.16	24.45
3) Newfoundland	7,678	2.13	0.40	5.50	1.33	3.35	7.39	3.45	1.28	1.57	0.74	26.40	27.14
4) Quebec	6,397	2.33	1.63	8.70	0.86	2.26	10.73	1.74	2.22	0.59	0.00	31.06	31.06
5) Ontario	40,787	2.51	1.73	8.05	1.18	2.67	9.90	2.97	2.40	1.89	0.94	33.30	34.24
6) Other Canada	15,194	2.83	1.98	8.84	1.40	1.39	9.61	3.12	2.85	1.70	0.31	33.72	34.03
7) New England	24,769	3.94	0.46	8.13	0.57	2.12	9.25	1.61	1.34	1.37	0.00	28.79	28.79
8) Other U.S.A.	35,337	4.69	1.16	11.01	0.34	2.02	13.82	1.88	2.27	2.37	0.28	39.56	39.84
9) Other countries	3,700	4.08	2.15	8.00	0.51	2.89	12.02	1.76	1.88	0.23	0.00	33.52	33.52

C. EXPENDITURES BY PURPOSE OF TRIP

1) TOTAL EXPENDITURES ON ISLAND

Purpose	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Convention/ conference	3,176	$ 65,596	$ 44,319	$ 667,069	$ 156,035	$ 14,630	$ 1,042,260	$ 155,081	$ 180,269	$ 49,724	$146,202	$ 23,74,983	$ 2,521,185
2) Meetings, other business	20,551	503,787	151,715	1,693,669	99,567	194,607	27,96,244	183,575	170,876	483,240	301,621	6,277,280	6,578,901
3) Shopping	381	18,399	12,432	52,068	5,328	11,913	80,768	2,930	74,112	21,110	0	279,060	279,060
4) Sightseeing	121,261	4,691,937	1,374,807	12,467,059	990,619	2,972,523	15,998,012	4,235,271	2,602,565	2,620,904	519,405	4,7953,697	48,473,102
5) Outdoor recreation sport	5,631	152,114	37,434	665,960	142,543	142,279	830,783	360,660	87,730	73,086	92,126	2,492,589	2,584,715
6) Personal affairs	5,996	190,272	79,131	487,951	62,804	201,837	510,055	75,632	192,070	151,138	135,496	1,950,890	2,086,386
7) Visiting friends & relatives	46,065	1,559,184	506,674	2,959,573	1,014,384	16,87,335	1,638,948	1,720,659	706,804	989,181	362,298	12,784,742	13,147,040
8) Commuting	189	5,597	0	6,657	2,259	9,876	23,378	734	11,270	2,393	0	62,164	62,164
9) To Magdalen Islands	975	17,482	3,032	16,064	421	715	20,643	4,366	323	839	0	63,885	63,885
10) Other	20,730	706,612	151,091	1,818,310	313,733	867,724	1,758,925	658,039	193,320	620,998	129,466	7,088,752	7,218,218

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Purpose	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Convention/ conference	3,176	$20.65	$13.95	$210.04	$49.13	$ 4.61	$328.18	$48.83	$ 56.76	$15.66	$46.04	$747.81	$793.85
2) Meetings, other business	20,551	24.51	7.38	82.41	4.84	9.47	136.07	8.93	8.31	23.51	14.68	305.43	320.11
3) Shopping	381	48.23	32.59	136.49	13.97	31.23	211.72	7.68	194.27	55.34	0.00	731.52	731.52
4) Sightseeing	121,261	38.69	11.34	102.81	8.17	24.51	131.93	34.93	21.46	21.61	4.28	395.45	399.73
5) Outdoor recreation sport	5,631	27.02	6.65	118.28	25.32	25.27	147.55	64.05	15.58	12.98	16.36	442.70	459.06
6) Personal affairs	5,996	31.74	13.20	81.38	10.47	33.66	85.07	12.61	32.03	25.21	22.60	325.37	347.97
7) Visiting friends & relatives	46,065	33.85	11.00	64.25	22.02	36.63	35.58	37.35	15.39	21.47	7.86	277.54	285.40
8) Commuting	189	29.57	0.00	35.17	11.93	52.18	123.52	3.88	59.55	12.65	0.00	328.45	328.45
9) To Magdalen Islands	975	17.93	3.11	16.48	0.43	0.73	21.17	4.48	0.33	0.86	0.00	65.52	65.52
10) Other	20,730	34.09	7.29	87.71	15.13	41.86	84.85	31.74	9.33	29.96	6.25	341.96	348.21

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Purpose	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Convention/ conference	3,176	$4.52	$3.05	$45.97	$10.75	$1.01	$71.83	$10.69	$12.42	$3.43	$10.08	$163.67	$173.75
2) Meetings, other business	20,551	7.52	2.26	25.28	1.49	2.90	41.74	2.74	2.55	7.21	4.50	93.69	98.19
3) Shopping	381	7.37	4.98	20.86	2.13	4.77	32.36	1.17	29.69	8.46	0.00	111.79	111.79
4) Sightseeing	121,261	8.83	2.59	23.46	1.86	5.59	30.10	7.97	4.90	4.93	0.98	90.23	91.21
5) Outdoor recreation sport	5,631	5.38	1.32	23.57	5.04	5.03	29.40	12.76	3.10	2.59	3.26	88.19	91.45
6) Personal affairs	5,996	5.06	2.10	12.98	1.67	5.37	13.57	2.01	5.11	4.02	3.60	51.89	55.49
7) Visiting friends & relatives	46,065	5.08	1.65	9.64	3.30	5.49	5.34	5.60	2.31	3.22	1.18	41.63	42.81
8) Commuting	189	3.64	0.00	4.33	1.47	6.43	15.22	0.48	7.34	1.56	0.00	40.47	40.47
9) To Magdalen Islands	975	9.59	1.66	8.81	0.23	0.39	11.32	2.39	0.18	0.46	0.00	35.03	35.03
10) Other	20,730	4.28	0.91	11.01	1.90	5.25	10.65	3.98	1.17	3.76	0.78	42.91	43.69

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Purpose	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Convention/ conference	3,176	$1.76	$1.19	$17.87	$4.18	$0.39	$27.92	$4.15	$ 4.83	$1.33	$3.92	$63.62	$67.54
2) Meetings, other business	20,551	4.88	1.47	16.40	0.96	1.88	27.08	1.78	1.65	4.68	2.92	60.78	63.70
3) Shopping	381	3.14	2.12	8.90	0.91	2.04	13.80	0.50	12.66	3.61	0.00	47.68	47.68
4) Sightseeing	121,261	3.28	0.96	8.70	0.69	2.08	11.17	2.96	1.82	1.83	0.36	33.49	33.85
5) Outdoor recreation sport	5,631	2.25	0.55	9.83	2.10	2.10	12.26	5.32	1.29	1.08	1.36	36.78	38.14
6) Personal affairs	5,996	2.45	1.02	6.29	0.81	2.60	6.57	0.97	2.47	1.95	1.75	25.13	26.88
7) Visiting friends & relatives	46,065	2.22	0.72	4.21	1.44	2.40	2.33	2.45	1.01	1.41	0.52	18.19	18.71
8) Commuting	189	2.78	0.00	3.30	1.12	4.90	11.59	0.36	5.59	1.19	0.00	30.83	30.83
9) To Magdalen Islands	975	4.92	0.85	4.52	0.12	0.20	5.81	1.23	0.09	0.24	0.00	17.98	17.98
10) Other	20,730	2.01	0.43	5.18	0.89	2.47	5.01	1.87	0.55	1.77	0.37	20.18	20.55

D. EXPENDITURES BY OCCUPATION

1) TOTAL EXPENDITURES ON ISLAND

Occupation	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Pro., tech & related worker	62,986	$2,042,169	$1,086,348	$6,929,930	$847,976	$1,902,564	$8,176,557	$2,405,287	$1,794,264	$1,890,086	$386,312	$27,075,181	$27,461,493
2) Farmer & farm manager	4,454	98,869	43,910	200,580	42,942	49,873	232,323	27,530	14,014	110,337	0	820,378	820,378
3) Manager, official & proprietor	22,054	653,749	209,464	2,008,975	221,668	616,091	2,514,981	632,682	403,280	535,686	241,946	7,796,576	8,038,522
4) Clerical & related worker	8,537	234,029	138,339	723,500	74,780	191,794	981,978	307,765	292,002	156,817	78,735	3,101,004	3,179,739
5) Sales worker	14,471	397,980	96,827	1,303,563	120,208	194,567	1,829,050	406,576	166,681	135,939	63,720	4,651,391	4,715,111
6) Craftsman, foreman, etc	13,863	651,580	18,065	1,185,458	96,636	177,398	1,260,619	361,509	79,893	406,439	146,436	4,237,597	4,384,033
7) Operative & related worker	4,185	175,418	2,035	378,427	68,981	107,032	173,505	144,591	138,978	42,096	0	1,231,063	1,231,063
8) Private household worker	370	21,941	0	65,097	644	1,212	52,698	4,455	76,812	0	0	222,859	222,859
9) Service worker except household	12,511	454,971	55,125	957,105	219,706	731,564	1,524,589	943,911	176,955	269,824	216,754	5,333,750	5,550,504
10) Farm labourer and farm foreman	141	10,472	0	19,009	3,375	8,,615	46,976	16,875	15,693	5,400	0	126,415	126,415
11) Labourer except farm & mine	13,158	435,307	54,466	1,148,796	295,538	327249	1,420,432	899,240	99,516	470,176	131,193	5,150,720	5,281,913
12) Student	8,400	230,896	43,720	702,944	313,347	165322	658,045	337,541	101,181	111,433	38,828	2,664,429	2,703,257
13) Housewife	6,558	194,725	54,075	501,441	71,311	225,438	531,935	128,298	126,652	132,622	23,196	1,966,497	1,989,693
14) Retiree	45,070	2,003,744	390,408	4,135,738	138,709	1,065,541	4,660,603	474,067	552,217	651,927	199,310	14,072,954	14,272,264
15) Military	2,381	131,456	22,356	242,626	212,615	231,308	148,636	190,810	61,905	38,831	0	1,280,543	1,280,543
16) Unemployed	2,750	110,781	119,624	169,518	33,652	82,763	296,546	71,805	102,266	12,814	40,710	999,769	1,040,479
17) Other	699	29,316	25,873	69,609	5,430	11,773	88,735	21,320	11,890	8,694	87,825	272,640	360,465

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Occupation	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Pro., tech & related worker	62,986	32.42	17.25	110.02	13.46	30.21	129.82	38.19	28.49	30.01	6.13	429.87	436.00
2) Farmer & farm manager	4,454	22.20	9.86	45.03	9.64	11.20	52.16	6.18	3.15	24.77	0.00	184.19	184.19
3) Manager, official & proprietor	22,054	29.64	9.50	91.09	10.05	27.94	114.04	28.69	18.29	24.29	10.97	353.53	364.50
4) Clerical & related worker	8,537	27.41	16.20	84.75	8.76	22.47	115.03	36.05	34.20	18.37	9.22	363.24	372.56
5) Sales worker	14,471	27.50	6.69	90.06	8.31	13.45	126.39	28.10	11.52	9.39	4.40	321.43	325.83
6) Craftsman, foreman, etc	13,863	47.00	1.30	85.51	6.97	12.80	90.93	26.06	5.76	29.32	10.56	305.67	316.23
7) Operative & related worker	4,185	41.91	0.49	90.42	16.48	25.57	41.46	34.55	33.21	10.06	0.00	294.15	294.15
8) Private household worker	370	59.36	0.00	176.13	1.74	3.28	142.58	12.05	207.82	0.00	0.00	602.96	602.96
9) Service worker except household	12,511	36.37	4.41	76.50	17.56	58.48	121.86	75.45	14.14	21.57	17.33	426.35	443.67
10) Farm labourer and farm foreman	141	74.30	0.00	134.86	23.94	61.12	333.28	119.72	111.34	38.31	0.00	896.87	896.87
11) Labourer except farm & mine	13,158	33.06	4.14	87.31	22.46	24.87	107.96	68.34	7.56	35.73	9.97	391.45	401.42
12) Student	8,400	27.49	5.20	83.68	37.30	19.68	78.34	40.18	12.05	13.27	4.62	317.19	321.81
13) Housewife	6,550	29.69	8.25	76.46	10.87	34.38	81.11	19.56	19.31	20.22	3.54	299.85	303.39
14) Retiree	45,070	44.46	8.66	91.76	3.08	23.64	103.41	10.52	12.25	14.46	4.42	312.24	316.66
15) Military	2,381	55.22	9.39	101.91	89.31	97.16	62.43	80.15	26.00	16.31	0.00	537.88	537.88
16) Unemployed	2,750	40.29	43.51	61.65	12.24	30.10	107.85	26.12	37.19	4.66	14.81	363.61	378.42
17) Other	699	41.96	37.03	99.63	7.77	16.85	127.01	30.52	17.02	12.44	125.70	390.23	515.93

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Occupation	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Pro., tech & related worker	62,986	$ 5.51	$2.93	$18.71	$ 2.29	$ 5.14	$22.07	$ 6.49	$ 4.84	$5.10	$ 1.04	$ 73.08	$ 74.12
2) Farmer & farm manager	4,454	4.89	2.17	9.92	2.12	2.47	11.49	1.36	0.69	5.46	0.00	40.57	40.57
3) Manager, official & proprietor	22,054	5.73	1.84	17.61	1.94	5.40	22.04	5.55	3.53	4.69	2.12	68.33	70.45
4) Clerical & related worker	8,537	7.06	4.17	21.83	2.26	5.79	29.63	9.29	8.81	4.73	2.38	93.57	95.95
5) Sales worker	14,471	7.88	1.92	25.80	2.38	3.85	36.20	8.05	3.30	2.69	1.26	92.07	93.33
6) Craftsman, foreman, etc	13,863	10.63	0.29	19.33	1.58	2.89	20.56	5.90	1.30	6.63	2.39	69.11	71.5
7) Operative & related worker	4,185	11.55	0.13	24.92	4.54	7.05	11.43	9.52	9.15	2.77	0.00	81.06	81.06
8) Private household worker	370	13.38	0.00	39.68	0.39	0.74	32.13	2.72	46.83	0.00	0.00	135.87	135.87
9) Service worker except household	12,511	5.74	0.70	12.09	2.77	9.24	19.25	11.92	2.23	3.41	2.74	67.35	70.09
10) Farm labourer and farm foreman	141	16.33	0.00	29.64	5.26	13.43	73.25	26.31	24.47	8.42	0.00	197.11	197.11
11) Labourer except farm & mine	13,158	7.07	0.88	18.65	4.80	5.31	23.06	14.60	1.62	7.63	2.13	83.62	85.75
12) Student	8,400	4.63	0.88	14.10	6.28	3.32	13.20	6.77	2.03	2.23	0.78	53.44	54.22
13) Housewife	6,558	6.44	1.79	16.59	2.36	7.46	17.60	4.24	4.19	4.39	0.77	65.06	65.83
14) Retiree	45,070	8.88	1.73	18.32	0.61	4.72	20.65	2.10	2.45	2.89	0.88	62.35	63.23
15) Military	2,381	6.61	1.12	12.21	10.70	11.64	7.48	9.60	3.11	1.95	0.00	64.42	64.42
16) Unemployed	2,750	8.39	9.06	12.84	2.55	6.27	22.45	5.44	7.74	0.97	3.08	75.71	78.79
17) Other	699	8.36	7.38	19.86	1.55	3.36	25.32	6.08	3.39	2.48	25.06	77.78	102.84

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Occupation	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Pro., tech & related worker	62,986	2.40	1.28	8.14	1.00	2.24	9.61	2.83	2.11	2.22	0.45	31.83	32.28
2) Farmer & farm manager	4,454	2.25	1.00	4.57	0.98	1.14	5.29	0.63	0.32	2.51	0.00	18.69	18.69
3) Manager, official & proprietor	22,054	2.35	0.75	7.22	0.80	2.22	9.04	2.28	1.45	1.93	0.87	28.04	28.91
4) Clerical & related worker	8,537	2.47	1.46	7.64	0.79	2.03	10.37	3.25	3.08	1.66	0.83	32.75	33.58
5) Sales worker	14,471	3.50	0.85	11.47	1.06	1.71	16.09	3.58	1.47	1.20	0.56	40.93	41.49
6) Craftsman, foreman, etc	13,863	4.39	0.12	7.99	0.65	1.19	8.49	2.44	0.54	2.74	0.99	28.55	29.54
7) Operative & related worker	4,185	3.63	0.04	7.83	1.43	2.21	3.59	2.99	2.87	0.87	0.00	25.46	25.46
8) Private household worker	370	4.88	0.00	14.49	0.14	0.27	11.73	0.99	17.09	0.00	0.00	49.59	49.59
9) Service worker except household	12,511	1.90	0.23	4.01	0.92	3.06	6.38	3.95	0.74	1.13	0.91	22.32	23.23
10) Farm labourer and farm foreman	141	5.00	0.00	9.08	1.61	4.12	22.45	8.06	7.50	2.58	0.00	60.40	60.40
11) Labourer except farm & mine	13,158	2.46	0.31	6.50	1.67	1.85	8.03	5.09	0.56	2.66	0.74	29.13	29.87
12) Student	8,400	2.00	0.38	6.08	2.71	1.43	5.69	2.92	0.88	0.96	0.34	23.05	23.39
13) Housewife	6,558	2.51	0.70	6.46	0.92	2.90	6.85	1.65	1.63	1.71	0.30	25.33	25.63
14) Retiree	45,070	4.08	0.80	8.42	0.28	2.17	9.49	0.97	1.12	1.33	0.41	28.66	29.07
15) Military	2,381	2.81	0.48	5.19	4.55	4.95	3.18	4.08	1.32	0.83	0.00	27.39	27.39
16) Unemployed	2,750	3.54	3.83	5.42	1.08	2.65	9.48	2.30	3.27	0.41	1.30	31.98	33.28
17) Other	699	4.55	4.02	10.81	0.84	1.83	13.78	3.31	1.85	1.35	13.64	42.34	55.98

E. EXPENDITURES BY TYPE OF TRANSPORTATION

1) TOTAL EXPENDITURES ON ISLAND

Mode	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Car only	156,543	$4,759,550	$ 222,710	$13,471,956	$1,724,944	$3,968,534	$15,743,536	$5,163,203	$2,202,557	$3,203,494	$873,021	$50,460,484	$51,333,505
2) Pickup truck	13,685	542,349	3,034	1,165,673	277,617	332,011	973,434	352,431	75,607	571,444	206,150	4,293,600	4,499,750
3) Motor home	6,289	403,679	2,931	434,621	20,907	217,902	268,195	96,286	87,863	120,377	48,090	1,652,761	1,700,851
4) Truck camper	4,160	185,738	6,403	236,935	6,791	123,506	211,540	110,510	119,428	81,605	0	1,082,456	1,082,456
5) Travel trailer	6,427	807,839	17,040	477,825	132,999	308,667	351,650	212,674	72,003	210,159	98,346	2,590,856	2,689,202
6) Tent trailer	2,938	96,492	0	166,755	61,443	105,968	232,519	125,840	0	145,155	0	934,172	934,172
7) Van	18,323	691,262	209,355	1,750,909	161,304	576,486	2,105,499	580,436	476,980	324,747	277,074	6,876,978	7,154,052
8) Air	16,360	427,296	1,899,161	3,133,887	402,651	471,277	4,826,272	757,747	1,199,283	355,632	183,934	13,473,206	13,657,140
9) Other	445	2,660	0	13,140	0	0	18,354	0	0	0	0	34,154	34,154

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Mode	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Car only	156,543	$ 30.40	$ 1.42	$ 86.06	$11.02	$25.35	$100.57	$32.98	$14.07	$20.46	$ 5.58	$322.33	$327.91
2) Pickup truck	13,685	39.63	0.22	85.18	20.29	24.26	71.13	25.75	5.53	41.76	15.06	313.75	328.81
3) Motor home	6,289	64.19	0.47	69.11	3.32	34.65	42.64	15.31	13.97	19.14	7.65	262.80	270.45
4) Truck camper	4,160	44.65	1.54	56.95	1.63	29.69	50.85	26.56	28.71	19.62	0.00	260.20	260.20
5) Travel trailer	6,427	125.70	2.65	74.35	20.69	48.03	54.72	33.09	11.20	32.70	15.30	403.13	418.43
6) Tent trailer	2,938	32.84	0.00	56.76	20.91	36.07	79.15	42.83	0.00	49.41	0.00	317.97	317.97
7) Van	18,323	37.73	11.43	95.56	8.80	31.46	114.91	31.68	26.03	17.72	15.12	375.32	390.44
8) Air	16,360	26.12	116.09	191.56	24.61	28.81	295.00	46.32	73.31	21.74	11.24	823.56	834.80
9) Other	445	5.97	0.00	29.51	0.00	0.00	41.21	0.00	0.00	0.00	0.00	76.69	76.69

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Mode	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Car only	156,543	$ 6.15	$ 0.29	$17.40	$2.23	$5.12	$20.33	$6.67	$2.84	$4.14	$1.13	$ 65.17	$ 66.30
2) Pickup truck	13,685	7.87	0.04	16.91	4.03	4.82	14.12	5.11	1.10	8.29	2.99	62.29	65.28
3) Motor home	6,289	14.51	0.11	15.63	0.75	7.83	9.64	3.46	3.16	4.33	1.73	59.42	61.15
4) Truck camper	4,160	10.20	0.35	13.01	0.37	6.78	11.62	6.07	6.56	4.48	0.00	59.44	59.44
5) Travel trailer	6,427	20.19	0.43	11.94	3.32	7.72	8.79	5.32	1.80	5.25	2.46	64.76	67.22
6) Tent trailer	2,938	6.27	0.00	10.84	4.00	6.89	15.12	8.18	0.00	9.44	0.00	60.74	60.74
7) Van	18,323	8.55	2.59	21.66	2.00	7.13	26.05	7.18	5.90	4.02	3.43	85.08	88.51
8) Air	16,360	3.26	14.51	23.94	3.08	3.60	36.86	5.79	9.16	2.72	1.40	102.92	104.32
9) Other	445	2.17	0.00	10.73	0.00	0.00	14.99	0.00	0.00	0.00	0.00	27.89	27.89

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Mode	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Car only	156,543	$2.62	$0.12	$ 7.41	$0.95	$2.18	$ 8.65	$2.84	$1.21	$1.76	$0.48	$27.74	$28.22
2) Pickup truck	13,685	3.52	0.02	7.56	1.80	2.15	6.32	2.29	0.49	3.71	1.34	27.86	29.20
3) Motor home	6,289	5.69	0.04	6.13	0.29	3.07	3.78	1.36	1.24	1.70	0.68	23.30	23.98
4) Truck camper	4,160	3.30	0.11	4.21	0.12	2.20	3.76	1.97	2.12	1.45	0.00	19.24	19.24
5) Travel trailer	6,427	6.36	0.13	3.76	1.05	2.43	2.77	1.67	0.57	1.65	0.77	20.39	21.16
6) Tent trailer	2,938	1.91	0.00	3.30	1.22	2.10	4.60	2.49	0.00	2.87	0.00	18.49	18.49
7) Van	18,323	2.76	0.83	6.98	0.64	2.30	8.39	2.31	1.90	1.29	1.10	27.40	28.50
8) Air	16,360	1.68	7.47	12.32	1.58	1.85	18.98	2.98	4.72	1.40	0.72	52.98	53.70
9) Other	445	1.14	0.00	5.61	0.00	0.00	7.84	0.00	0.00	0.00	0.00	14.59	14.59

F. EXPENDITURES BY MODE OF TRAVEL

1)TOTAL EXPENDITURES ON ISLAND

Mode	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Air	16,360	$ 427,296	$1,899,161	$ 3,133,887	$ 402,651	$ 471,277	$ 4,826,272	$ 757,747	$1,199,283	$ 355,632	$ 183,934	$13,473,206	$13,657,140
2) Auto	208,810	7,489,569	461,473	17,717,815	2,386,005	5,633,075	19,904,726	6,641,379	3,034,438	4,656,981	1,502,681	67,925,461	69,428,142

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Mode	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Air	16,360	$26.12	$116.09	$191.56	$24.61	$28.81	$295.00	$46.32	$73.31	$21.74	$11.24	$823.56	$834.80
2) Auto	208,810	35.87	2.21	84.85	11.43	26.98	95.32	31.81	14.53	22.30	7.20	325.30	332.50

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Mode	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Air	16,360	$3.26	$14.51	$23.94	$3.08	$3.60	$36.86	$5.79	$9.16	$2.72	$1.40	$102.92	$104.32
2) Auto	208,810	7.29	0.45	17.25	2.32	5.49	19.38	6.47	2.96	4.54	1.46	66.15	67.61

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Mode	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Air	16,360	$1.68	$7.47	$12.32	$1.58	$1.85	$18.98	$2.98	$4.72	$1.40	$0.72	$52.98	$53.70
2) Auto	208,810	2.96	0.18	7.00	0.94	2.23	7.86	2.62	1.20	1.84	0.59	26.83	27.42

G. EXPENDITURES BY EDUCATION OF RESPONDENT

1) TOTAL EXPENDITURES ON ISLAND

Education	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Elementary	2,398	$ 84,644	$ 1,989	$ 100,868	$ 9,900	$ 40,043	$ 71,056	$ 4,270	$ 18,137	$ 7,956	$ 0	$ 338,863	$ 338,863
2) Secondary - partial	11,097	369,872	28,381	756298	66,762	246,141	969,228	368,439	83,625	286,522	0	3,175,268	3,175,268
3) Secondary - completed	42,218	1,413,656	203,273	3,258,594	612,217	1,159,734	3,447,207	1,012,000	552,009	660,029	496,455	12,318,719	12,815,174
4) Post secondary - partial	7,317	258,071	7,304	696,795	70,271	124,730	697,098	107,259	119,371	54,341	48,090	2,135,240	2,183,330
5) Post secondary - completed	57,609	2,505,452	219,664	5,515,929	649,,040	1,832,471	6,733,328	2,725,485	707,119	1,680,730	502,434	22,569,218	23,071,652
6) University - partial	10,309	349,223	24,240	756,133	296163	192,266	643,349	327,426	196,415	90,755	93,540	2,875,970	2,969,510
7) University - completed	90,407	2,812,440	1,556,537	9,272,154	1,054,921	2,424,700	11,352,751	2,736,397	2,382,410	2,164,265	546,095	35,756,575	36,302,670

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Education	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Elementary	2,398	$35.29	$0.83	$42.06	$ 4.13	$16.70	$ 29.63	$ 1.78	$ 7.56	$ 3.32	$ 0.00	$141.30	$141.30
2) Secondary - partial	11,097	33.33	2.56	68.16	6.02	22.18	87.34	33.20	7.54	25.82	0.00	286.15	286.15
3) Secondary - completed	42,218	33.48	4.81	77.18	14.50	27.47	81.65	23.97	13.08	15.63	11.76	291.77	303.53
4) Post secondary - partial	7,317	35.27	1.00	95.24	9.60	17.05	95.28	14.66	16.32	7.43	6.57	291.85	298.42
5) Post secondary - completed	57,609	43.49	3.81	95.75	11.27	31.81	116.88	47.31	12.27	29.17	8.72	391.76	400.48
6) University - partial	10,309	33.88	2.35	73.35	28.73	18.65	62.41	31.76	19.05	8.80	9.07	278.98	288.05
7) University - completed	90,407	31.11	17.22	102.56	11.67	26.82	125.57	30.27	26.35	23.94	6.04	395.51	401.55

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Education	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Elementary	2,398	$7.30	$0.17	$ 8.69	$0.85	$3.45	$ 6.12	$0.37	$1.56	$0.69	$0.00	$29.20	$29.20
2) Secondary - partial	11,097	7.15	0.55	14.61	1.29	4.76	18.73	7.12	1.62	5.54	0.00	61.37	61.37
3) Secondary - completed	42,218	7.44	1.07	17.16	3.22	6.11	18.15	5.33	2.91	3.48	2.61	64.87	67.48
4) Post secondary - partial	7,317	7.64	0.22	20.64	2.08	3.69	20.64	3.18	3.54	1.61	1.42	63.24	64.66
5) Post secondary - completed	57,609	8.12	0.71	17.89	2.10	5.94	21.83	8.84	2.29	5.45	1.63	73.17	74.80
6) University - partial	10,309	6.72	0.47	14.56	5.70	3.70	12.39	6.30	3.78	1.75	1.80	55.37	57.17
7) University - completed	90,407	5.83	3.23	19.22	2.19	5.03	23.53	5.67	4.94	4.49	1.13	74.13	75.26

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Education	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Elementary	2,398	$4.36	$0.10	$5.20	$0.51	$2.06	$ 3.66	$0.22	$0.93	$0.41	$0.00	$17.45	$17.45
2) Secondary - partial	11,097	2.97	0.23	6.07	0.54	1.98	7.78	2.96	0.67	2.30	0.00	25.50	25.50
3) Secondary - completed	42,218	2.99	0.43	6.89	1.29	2.45	7.29	2.14	1.17	1.40	1.05	26.05	27.10
4) Post secondary - partial	7,317	3.22	0.09	8.71	0.88	1.56	8.71	1.34	1.49	0.68	0.60	26.68	27.28
5) Post secondary - completed	57,609	3.00	0.26	6.61	0.78	2.20	8.07	3.27	0.85	2.02	0.60	27.06	27.66
6) University - partial	10,309	2.89	0.20	6.25	2.45	1.59	5.32	2.71	1.62	0.75	0.77	23.78	24.55
7) University - completed	90,407	2.62	1.45	8.64	0.98	2.26	10.58	2.55	2.22	2.02	0.51	33.32	33.83

H. EXPENDITURES BY ACCOMMODATION TYPE STAYED IN

1) TOTAL EXPENDITURES ON ISLAND

Accommodation	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Hotel/motel	67,917	$1,967,992	$802,650	$8,300,376	$649,839	$ 509,528	$12,406,784	$1,762,341	$1,551,908	$1,275,331	$400,292	$29,226,749	$29,627,041
2) Cabin/cottage	21,556	788,538	435,825	2,720,365	321,353	1,043,717	5,111,537	1,440,348	447,803	619,163	297,578	12,928,649	13,226,227
3) Bed & breakfast	7,816	288,752	272,827	1,185,342	40,229	70,123	1,455,096	263,104	460,941	66,601	0	41,03,015	4,103,015
4) Tourist home	461	15,226	0	67,590	2,418	5,457	61,707	7,654	692	8,870	0	169,614	169,614
5) Farm vacation home	0	0	0	0	0	0	0	0	0	0	0	0	0
6) Vacation home	4,037	213,464	60,538	326,152	57,995	406,398	83,144	94,822	114,539	93,146	62,954	1,450,198	1,513,152
7) Friends/relatives	41,481	1,234,799	184,709	2,471,026	765,759	1,246,880	182,710	1,239,024	481,971	1,070,816	262,083	8,877,694	9,139,777
8) Federal campground	4,985	130,492	219	287,353	44,476	132,693	197,720	151,145	68,631	95,416	0	1,108,145	1,108,145
9) Provincial campground	7,474	258,856	32,454	369,868	176,084	279,020	352,937	248,421	42,694	211,358	0	1,971,692	1,971,692
10) Commercial campground	22,668	1,403,808	19,822	1,874,445	343,325	1,068,643	1,548,207	1,093,947	262,442	776,677	134,134	8,391,316	8,525,450
11) Other accommodations	4,556	228,254	10,945	271,858	108,122	145,540	139,576	105,477	22,840	62,967	129,238	1,095,579	1,224,817

2) AVERAGE EXPENDITURE PER PARTY PER TRIP

Accommodation	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Hotel/motel	67,917	$28.98	$11.82	$122.21	$ 9.57	$ 7.50	$182.68	$25.95	$22.85	$18.78	$ 5.89	$430.34	$436.23
2) Cabin/cottage	21,556	36.58	20.22	126.20	14.91	48.42	237.13	66.82	20.77	28.72	13.80	599.77	613.57
3) Bed & breakfast	7,816	36.94	34.91	151.66	5.15	8.97	186.18	33.66	58.98	8.52	0.00	524.97	524.97
4) Tourist home	461	33.05	0.00	146.71	5.25	11.84	133.95	16.61	1.50	19.25	0.00	368.16	368.16
5) Farm vacation home	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6) Vacation home	4,037	52.87	14.99	80.78	14.36	100.66	20.59	23.49	28.37	23.07	15.59	359.18	374.77
7) Friends/relatives	41,481	29.77	4.45	59.57	18.46	30.06	4.40	29.87	11.62	25.81	6.32	214.01	220.33
8) Federal campground	4,985	26.18	0.04	57.65	8.92	26.62	39.67	30.32	13.77	19.14	0.00	222.31	222.31
9) Provincial campground	7,474	34.64	4.34	49.49	23.56	37.33	47.22	33.24	5.71	28.28	0.00	263.81	263.81
10) Commercial campground	22,668	61.93	0.87	82.69	15.15	47.14	68.30	48.26	11.58	34.26	5.92	370.18	376.10
11) Other accommodations	4,556	50.10	2.40	59.67	23.73	31.94	30.63	23.15	5.01	13.82	28.37	240.45	268.82

3) AVERAGE EXPENDITURE PER PARTY PER DAY

Accommodation	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Hotel/motel	67,917	$ 8.09	$3.30	$34.14	$2.67	$2.10	$51.03	$ 7.25	$ 6.38	$5.25	$1.65	$120.21	$121.86
2) Cabin/cottage	21,556	5.71	3.16	19.70	2.33	7.56	37.02	10.43	3.24	4.48	2.16	93.63	95.79
3) Bed & breakfast	7,816	8.45	7.98	34.68	1.18	2.05	42.57	7.70	13.48	1.95	0.00	120.04	120.04
4) Tourist home	461	7.56	0.00	33.57	1.20	2.71	30.65	3.80	0.34	4.41	0.00	84.24	84.24
5) Farm vacation home	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6) Vacation home	4,037	4.76	1.35	7.27	1.29	9.06	1.85	2.11	2.55	2.08	1.40	32.32	33.72
7) Friends/relatives	41,481	4.32	0.65	8.65	2.68	4.36	0.64	4.34	1.69	3.75	0.92	31.08	32.00
8) Federal campground	4,985	6.61	0.01	14.56	2.25	6.72	10.02	7.66	3.48	4.83	0.00	56.14	56.14
9) Provincial campground	7,474	7.54	0.95	10.78	5.13	8.13	10.28	7.24	1.24	6.16	0.00	57.45	57.45
10) Commercial campground	22,668	10.56	0.15	14.09	2.58	8.03	11.64	8.23	1.97	5.84	1.01	63.09	64.10
11) Other accommodations	4,556	3.83	0.18	4.56	1.82	2.44	2.34	1.77	0.38	1.06	2.17	18.38	20.55

4) AVERAGE EXPENDITURE PER PERSON PER DAY

Accommodation	Parties	Gas And Oil	Auto Repairs & Maintenance	Meals & Beverage In Restaurant	Alcoholic Beverages	Food & Beverage In Store	Accommo-dation	Recreation & Enter-tainment	Handcrafts & Related Merchandise	Other Under $250	Other Over $250	Total Excluding Expenses Over $250	Total Including Expenses Over $250
1) Hotel/motel	67,917	$3.49	$1.42	$14.74	$1.15	$0.90	$22.02	$3.13	$2.75	$2.26	$0.71	$51.86	$52.57
2) Cabin/cottage	21,556	2.15	1.19	7.43	0.88	2.85	13.97	3.94	1.22	1.69	0.81	35.32	36.13
3) Bed & breakfast	7,816	3.61	3.41	14.83	0.50	0.88	18.21	3.29	5.77	0.83	0.00	51.33	51.33
4) Tourist home	461	2.96	0.00	13.16	0.47	1.06	12.01	1.49	0.13	1.73	0.00	33.01	33.01
5) Farm vacation home	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6) Vacation home	4,037	2.50	0.71	3.82	0.68	4.76	0.97	1.11	1.34	1.09	0.74	16.98	17.72
7) Friends/relatives	41,481	2.15	0.32	4.30	1.33	2.17	0.32	2.16	0.84	1.86	0.46	15.45	15.91
8) Federal campground	4,985	2.50	0.00	5.51	0.85	2.54	3.79	2.90	1.32	1.83	0.00	21.24	21.24
9) Provincial campground	7,474	2.44	0.31	3.48	1.66	2.63	3.32	2.34	0.40	1.99	0.00	18.57	18.57
10) Commercial campground	22,668	3.31	0.05	4.41	0.81	2.52	3.65	2.58	0.62	1.83	0.32	19.78	20.10
11) Other accommodations	4,556	1.70	0.08	2.03	0.81	1.09	1.04	0.79	0.17	0.47	0.96	8.18	9.14

1991 TOURIST EXIT QUESTIONNAIRE
P.E.I. DEPARTMENT OF TOURISM AND PARKS

Questionnaire No. 1└┴┴┴┘ Interviewer No. 5 └┘ Day 6 └┴┘

Month 8└┴┘ Flight No. 10 └┴┴┴┘ M or F 14 └┘ Code15└┴┴┴┘

1. 19└┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┘
City/Town/Community

39└┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┘
Province/State

59└┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┴┘ 74└┴┘
Country other than Canada, U.S.

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2. What is the license plate origin of the vehicle? _____ 76└┴┘

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3. Indicate type of vehicle:
   1) car only
   2) pick-up truck only
   3) motorhome
   4) truck camper
   5) travel trailer
   6) tent trailer
   7) van
   8) air
   9) other _____ 78└┘

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4. a) How many people are in your group? 79└┴┘
   b) How many people in your group are:

		M	F
1)	under 15	81└┴┘	└┴┘
2)	15 - 19	85└┴┘	└┴┘
3)	20 - 24	89└┴┘	└┴┘
4)	25 - 29	93└┴┘	└┴┘
5)	30 - 34	97└┴┘	└┴┘
6)	35 - 39	101└┴┘	└┴┘
7)	40 - 44	105└┴┘	└┴┘
8)	45 - 54	109└┴┘	└┴┘
9)	55 - 64	113└┴┘	└┴┘
10)	65 and over	117└┴┘	└┴┘

   c) In which of the above age groups do you belong? 121└┴┘

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5. Which of the following categories best describes your party composition?

1) one person alone
2) one family with children
3) two families with children
4) organized group
5) one couple alone
6) two or more couples
7) group of friends
8) other 123└┘

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6. a) What is your occupation? _____ 124└┘└┘

b) What is the occupation of the main income earner? _____ 126└┘└┘

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7. What level of education have you last attended?

1) elementary
2) secondary-partial completion
3) secondary-completed
4) post-secondary (non-university)-partial completion
5) post-secondary (non-university)-completed
6) university-partial completion
7) university-completion 128└┘

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8. a) What is the main purpose of your trip?

1) convention/conference
2) meetings, other business
3) shopping
4) sightseeing
5) outdoor recreation sport
6) personal affairs
7) visiting friends/relatives
8) commuting
9) passing through to Magdalen Islands
10) other (specify) _____ 129└┘└┘

8. b) Now, to what extent did you participate in each activity while on P.E.I.?

	ACTIVITY	PARTICIPATED OFTEN	SOMEWHAT	NEVER	NO RESPONSE	
1)	Going to beach	1	2	3	4	131
2)	Swimming	1	2	3	4	132
3)	Windsurfing	1	2	3	4	133
4)	Canoeing	1	2	3	4	134
5)	Sailing	1	2	3	4	135
6)	Power boating	1	2	3	4	136
7)	Harbour cruises	1	2	3	4	137
8)	Visiting museums,historical or cultural sites	1	2	3	4	138
9)	Antique/handcraft shopping	1	2	3	4	139
10)	Shopping in general	1	2	3	4	140
11)	Attending local events/festivals	1	2	3	4	141
12)	Attending spectator sport events	1	2	3	4	142
13)	Golfing	1	2	3	4	143
14)	Bicycling	1	2	3	4	144
15)	Hunting	1	2	3	4	145
16)	Sightseeing in towns/city	1	2	3	4	146
17)	Sightseeing outside towns/city	1	2	3	4	147
18)	Participated in organized tours of the Island	1	2	3	4	148
19)	Visiting natural park areas	1	2	3	4	149
20)	Attending lobster suppers	1	2	3	4	150
21)	Sampling other local cuisine	1	2	3	4	151
22)	Attending live theatre	1	2	3	4	152
23)	Photography	1	2	3	4	153
24)	Attending horse races	1	2	3	4	154
25)	Camping	1	2	3	4	155

8. c) Did you take a packaged vacation on the Island? 1) yes 2) no 156

d) Are you on your honeymoon? 1) yes 2) no 157

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9. a) Do you consider this a pleasure trip? 1) yes 2) no 158

b) If yes, do you consider this pleasure trip:

1) a Canadian vacation
2) part of a Maritime vacation (i.e. N.S., N.B. & P.E.I.)
3) part of a Atlantic vacation (i.e. N.S., N.B. P.E.I. & N.F.L.D.)
4) a P.E.I. vacation
5) other _____ 159

c) What was your main destination on this pleasure trip?

_____ 160

d) What was your main destination on P.E.I.?

_____ 162

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10. a) When did you plan your visit to P.E.I.?

1) before leaving home 0-2 weeks
2) before leaving home 1/2-2 months
3) before leaving home 2-4 months
4) before leaving home 4-8 months
5) before leaving home more than 8 months
6) while on this trip in Maritimes
7) while on this trip (outside Maritimes) 164

b) When was your last trip to P.E.I.?

1) in past 7 days
2) in past month
3) earlier in 1991
4) in 1990
5) in 1989
6) in 1988
7) in 1987 or before
8) never 165

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11. a) When did you enter P.E.I.? Day _____ Month _____ 166└┘ └┘

b) How many nights did you stay overnight on P.E.I.? (max 98) 170└┘

c) In which of the following regions did you travel this trip?

d) How many nights did you stay overnight in the following regions?

Column (d) codes
Stayed overnight = 1
Didn't stop overnight but participated in an activity = 2
Just passing through = 3

		c	d
1)	West Prince	172└┘	└┘
2)	Evangeline	175└┘	└┘
3)	Summerside	178└┘	└┘
4)	Kensington	181└┘	└┘
5)	New London	184└┘	└┘
6)	Cavendish	187└┘	└┘
7)	Brackley/Stanhope/Dalvay	190└┘	└┘
8)	Southshore	193└┘	└┘
9)	Charlottetown	196└┘	└┘
10)	Southeastern Kings	199└┘	└┘
11)	Eastern Kings	202└┘	└┘

e) How many nights did you stay on Island in each accommodation type?

1)	Hotel/Motel	205└┘
2)	Cabin/Cottage	207└┘
3)	Bed & Breakfast/Country Inns	209└┘
4)	Tourist Home/Farm Tourist Home	211└┘
5)	Farm vacation Home	213└┘
6)	Vacation Home (owned or borrowed)	215└┘
7)	Friends/Relatives	217└┘
8)	Federal Campground	219└┘
9)	Provincial Campground	221└┘
10)	Commercial Campground	223└┘
11)	Other _____ please specify	225└┘

12. a) Prior to arriving on P.E.I. during this trip, how may nights did you spend?

1) travelling directly to P.E.I. (no overnight stops) 227└┘

2) travelling directly to P.E.I. (overnight stops) 229└┘

3) overnight in Nova Scotia 231└┘

4) overnight in New Brunswick 233└┘

5) overnight in Newfoundland 235└┘

6) overnight in Quebec 237└┘

7) overnight in Ontario 239└┘

8) overnight in New England States 241└┘

9) other _____ 243└┘

b) Upon exiting P.E.I. how many nights do you intend to spend?

1) returing directly home (no overnight stops) 245└┘

2) returing directly home (overnight stops) 247└┘

3) overnight in Nova Scotia 249└┘

4) overnight in New Brunswick 251└┘

5) overnight in Newfoundland 253└┘

6) overnight in Quebec 255└┘

7) overnight in Ontario 257└┘

8) overnight in New England States 259└┘

9) other _____ 261└┘

13. a) Please estimate your expenditures on P.E.I., include all credit card purchases and spending by children but do not include plane or ferry ticket.

(If NO response to question code corresponding blocks 99) 263└┘

1) gas and oil $_____ 265└┘└┘

2) auto repairs, maintenance $_____ 269└┘└┘

3) meals, beverages in restaurants $_____ 273└┘└┘

4) alcoholic beverages $_____ 277└┘└┘

5) food beverages in stores (excludes alcoholic beverages) $_____ 281└┘└┘

6) accommodations $_____ 285└┘└┘

7) recreation & entertainment $_____ 289└┘└┘

8) handcrafts & other related merchandise $_____ 293└┘└┘

9) other _____ under $250 $_____ 297└┘└┘
specify

10) other _____ over $250 $_____ 301└┘└┘
specify

b) Did you keep a log of your expenses? 1) Yes 2) no 305└┘

c) For how many people do your expenses apply? 306└┘

308└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘ 324└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘
First Name Surname

340└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘└┘

APPENDIX II

METHODOLOGY

The 1991 Tourist Exit Survey was conducted from May 15 to October 31 and consisted of 2,998 interviews.

Time Periods

Three seasons were identified

(1)	Spring season	May 15 - June 11
(2)	Peak season	June 12 - September 12
(3)	Fall season	September 13 - October 31

Locations

The survey was conducted at Prince Edward Island's three major exit points:

(1) Borden

(2) Wood Islands

(3) Charlottetown Airport

Population Studied

At Borden and Wood Islands terminals, only the people in tourist vehicles were interviewed. These included non-resident cars, vans, truck campers, self-contained mobile homes and pickup trucks.

At the airport, only exiting non-residents were interviewed.

Interviewing

At the terminals, occupants of cars were interviewed on a random basis. Depending on the traffic, vacationers in every third or fifth car were included in the survey.

At the airport, interviewees were chosen from people at the airline counter, producing an element of randomness in the selection process.

There was one interviewer at each exit point.

The interviewers then underwent a training program consisting of:

1. Interview techniques
2. Interpretation of questions
3. Coding responses
4. Each interviewer observed the interviewing techniques of a supervisor at an exit point, then conducted a number of practice interviews.
5. Each interviewer also carried out pilot interviews for two days.
6. A final meeting took place to discuss problems arising from the pilot program.

The survey was then implemented according to schedule.

Control Counts

Control counts were completed at each of the exit points.

Borden and Wood Islands Ferry Terminals

The total number of tourist vehicles by origin was obtained from the cash-register tapes at the terminals.

Charlottetown Airport

Resident and non-resident counts of all exiting passengers were completed by the interviewers during the survey period. The total number of exiting passengers was obtained from the airlines, and the resident/non-resident percentage was applied to this amount in order to obtain the number of exiting non-residents.

Weighting

The data collected from the sample was weighted in order to be representative of the total population. Weighting takes into account such factors as the number of actual interview periods in comparison to the number of possible periods in a particular stratum and the number of interviews in a specific interview period as compared to the control count of potential interviews during that time.

Strata

The following are the different strata (variables) used in obtaining the 1991 sample:

(a) Season Code

Code

1 - May 15 - June 11	(Spring Season)
2 - June 12 - June 30	(Extended Peak Season)
2 - September 1 - September 12	(Extended Peak Season)
3 - July 1 - August 31	(Peak Season)
4 - September 13 - October 31	(Fall Season)

(b) Location Code

Code

1 - Borden
2 - Wood Islands
3 - Charlottetown Airport

(c) Day Code

Code

1 - Sunday, Holiday Monday
2 - Monday, Friday, Saturday, Holiday Sunday
3 - Tuesday, Wednesday, Thursday

(d) Time Period

Code

Borden

1 -	6:30 AM	-	12:30 PM
2 -	12:30 PM	-	6:30 PM
3 -	6:30 PM	-	1:00 AM

Wood Islands

1 -	5:30 AM	-	1:00 PM
2 -	1:00 PM	-	8:30 PM

Charlottetown Airport

1 -	7:30 AM	-	3:00 PM
2 -	2:00 PM	-	9:30 PM